

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 24, 1985

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	33.6	28,860
2	FAMILY TIES	31.1	26,710
3	60 MINUTES	26.3	22,590
4	MURDER, SHE WROTE#	25.0	21,480
5	DYNASTY	23.6	20,270
6	GOLDEN GIRLS	23.4	20,100
6	KANE & ABEL PART 2(S)	23.4	20,100
8	CHEERS	23.2	19,930
8	KANE & ABEL PART 1(S)	23.2	19,930
10	MIAMI VICE	22.9	19,670
11	DALLAS	22.6	19,410
12	DYNASTY II: COLBYS SPEC.(S)	22.3	19,160
13	NIGHT COURT#	21.7	18,640
14	KANE & ABEL PART 3(S)	21.4	18,380
15	NBC MONDAY NIGHT MOVIES	21.3	18,300
16	CBS SPECIAL MOVIE PRSNT.(S)	21.2	18,210
17	CBS NFL FOOTBALL GAME 1	21.0	18,040
17	FACTS OF LIFE	21.0	18,040
19	WHO'S THE BOSS?	20.9	17,950
20	KNOTS LANDING	20.6	17,700

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	26.6	59,790
2	FAMILY TIES	24.2	54,240
3	ABC SUNDAY NIGHT MOVIE#	17.8	39,840
4	GOLDEN GIRLS	16.3	36,480
5	60 MINUTES	16.2	36,400
6	MIAMI VICE	16.1	36,230
7	FACTS OF LIFE	16.0	36,010
8	WHO'S THE BOSS?	15.9	35,670
9	CHEERS	15.7	35,260
10	NBC MONDAY NIGHT MOVIES	15.1	33,890
11	GIMME A BREAK	14.7	33,000
12	AMAZING STORIES#	14.6	32,780
13	KATE & ALLIE#	14.2	31,910
14	ALFRED HITCHCOCK PRESENTS#	14.1	31,540
15	DYNASTY	14.0	31,310
15	NIGHT COURT#	14.0	31,310

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.1	26,100
2	FAMILY TIES	26.8	23,980
3	DYNASTY	21.4	19,210
4	GOLDEN GIRLS	20.8	18,600
5	DYNASTY II: COLBYS SPEC.(S)	20.2	18,100
6	DALLAS	19.8	17,720
7	60 MINUTES	19.5	17,420
8	KANE & ABEL PART 2(S)	19.4	17,380
9	MURDER, SHE WROTE#	19.3	17,270
10	CHEERS	18.7	16,740
11	FACTS OF LIFE	18.6	16,690
12	NBC MONDAY NIGHT MOVIES	18.3	16,360
13	KANE & ABEL PART 3(S)	18.2	16,310
14	KNOTS LANDING	18.2	16,280
15	KANE & ABEL PART 1(S)	18.2	16,260
16	MIAMI VICE	18.0	16,080
17	WHO'S THE BOSS?	17.5	15,710
18	227	17.4	15,560
19	NIGHT COURT#	17.3	15,460

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.2	16,350
2	60 MINUTES	20.0	16,200
3	NFL MONDAY NIGHT FOOTBALL	18.9	15,250
4	FAMILY TIES	18.8	15,210
5	CBS NFL FOOTBALL GAME 1	18.2	14,730
6	NBC SUNDAY NIGHT MOVIE	16.6	13,450
7	CHEERS	16.2	13,070
8	MIAMI VICE	15.6	12,620
9	CBS NFL FOOTBALL GAME 2#	14.9	12,060
10	ABC SUNDAY NIGHT MOVIE#	14.5	11,680
11	NFL FOOTBALL GAME 2-NBC#	14.1	11,410
12	NIGHT COURT#	13.6	11,010
13	MURDER, SHE WROTE#	13.2	10,640
14	AMAZING STORIES#	13.0	10,530
15	KANE & ABEL PART 1(S)	13.0	10,490
16	A TEAM	12.8	10,320

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 24, 1985

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.8	16,280
2	FAMILY TIES	28.3	15,990
3	MIAMI VICE	21.1	11,910
4	DYNASTY	20.5	11,560
5	CHEERS	20.2	11,390
6	NBC MONDAY NIGHT MOVIES	19.7	11,150
7	NIGHT COURT#	18.8	10,630
8	DYNASTY II: COLBYS SPEC.(S)	18.8	10,620
9	ABC SUNDAY NIGHT MOVIE#	18.6	10,510
10	GOLDEN GIRLS	18.4	10,410
11	WHO'S THE BOSS?	18.1	10,250
12	WRLD FUNNIEST COM'L GOOFS(S)	17.7	10,010
13	FACTS OF LIFE	17.6	9,960
14	MOONLIGHTING	16.7	9,440
15	KNOTS LANDING	16.5	9,320
16	DALLAS	16.3	9,220
17	AMAZING STORIES#	16.0	9,020

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	32.1	8,820
2	60 MINUTES	30.4	8,350
3	BILL COSBY SHOW	29.1	7,980
4	KANE & ABEL PART 2(S)	27.6	7,570
5	KANE & ABEL PART 3(S)	27.4	7,520
6	DALLAS	27.0	7,420
7	GOLDEN GIRLS	26.0	7,150
8	KANE & ABEL PART 1(S)	25.6	7,020
9	FALCON CREST	25.4	6,970
10	CBS SPECIAL MOVIE PRSNT.(S)	24.4	6,700
11	HIGHWAY TO HEAVEN	24.2	6,640
12	FAMILY TIES	23.5	6,450
13	DYNASTY	23.0	6,300
14	DYNASTY II: COLBYS SPEC.(S)	22.9	6,280
15	KNOTS LANDING	21.9	6,000
16	SCARECROW & MRS. KING	21.7	5,960
17	CBS TUESDAY NIGHT MOVIES#	21.3	5,860
18	FACTS OF LIFE	21.2	5,830
19	227	20.5	5,640
20	GIMME A BREAK	20.3	5,580

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	18.5	10,150
2	BILL COSBY SHOW	18.1	9,950
3	ABC SUNDAY NIGHT MOVIE#	17.9	9,830
4	NFL MONDAY NIGHT FOOTBALL	17.8	9,780
5	CHEERS	16.8	9,210
6	CBS NFL FOOTBALL GAME 1	16.5	9,040
7	MIAMI VICE	16.1	8,820
8	60 MINUTES	15.8	8,640
9	NBC SUNDAY NIGHT MOVIE	14.7	8,040
10	AMAZING STORIES#	14.3	7,860
11	CBS NFL FOOTBALL GAME 2#	14.1	7,730
12	ALFRED HITCHCOCK PRESENTS#	13.4	7,370
13	NIGHT COURT#	13.2	7,220
14	WRLD FUNNIEST COM'L GOOFS(S)	13.0	7,110
15	HILL STREET BLUES	12.8	7,030
16	NFL FOOTBALL GAME 2-NBC#	12.7	6,970

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.8	5,970
2	BILL COSBY SHOW	24.9	5,160
3	KANE & ABEL PART 3(S)	23.2	4,810
4	NBC SUNDAY NIGHT MOVIE	21.6	4,480
5	NFL MONDAY NIGHT FOOTBALL	21.5	4,460
6	CBS NFL FOOTBALL GAME 1	21.3	4,430
7	KANE & ABEL PART 2(S)	21.1	4,370
8	MURDER, SHE WROTE#	20.0	4,150
9	DALLAS	19.9	4,140
10	CBS TUESDAY NIGHT MOVIES#	19.3	4,000
11	KANE & ABEL PART 1(S)	19.1	3,960
12	FAMILY TIES	19.0	3,950
13	NFL FOOTBALL GAME 2-NBC#	18.5	3,850
14	HIGHWAY TO HEAVEN	18.4	3,820
15	CBS NFL FOOTBALL GAME 2#	18.3	3,800
16	A TEAM	17.8	3,700
17	GOLDEN GIRLS	17.4	3,620
18	CBS SPECIAL MOVIE PRSNT.(S)	16.1	3,350
19	CBS EVENING NEWS-RATHER	16.1	3,340





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL		LADY WORK- ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	HOUSE	WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL	6-11		
EVENING CONT'D																													
ABC THEATRE(S)-CONT'D																													
		9.00 - 9.30						A 11.2	16	962	2043	900	376	952	415	664	498	464	239^	699	315	458	378	243^	206^	231^	29v	161^	130^
		9.30 - 10.00						A 10.6	15	911	1945	904	415	904	356	610	509	482	251^	726	329	461	377	247^	230^	193^	30v	122^	93^
		10.00 - 10.30						A 10.7	16	919	1856	938	460	1043	534	746	542	412	260^	723	352	486	412	253^	196^	40v	10v	50v	18v
		10.30 - 11.00						A 10.7	17	919	1776	878	382	964	465	666	444	401	259^	711	357	485	415	238^	178^	84^	54v	17v	LT
ABC WORLD NEWS TONIGHT																													
	M-F	6.30P	30	ABC	N	206	204	A 11.6	20	996	1525	677	227	732	162	342	329	316	351	633	177	317	316	271	273	63^	46^	97	65^
						99	98	B 11.1	20	953	1496	687	227	743	167	323	323	319	366	599	162	307	296	277	255	62	38	92	56
ABC WRLD NEWS TONIGHT-SUN																													
	SUN.	6.30P	30	ABC	N	157	159	A 8.6	14	739	1478	632	146^	720	126^	239	188	285	473	626	170^	258	334	254	292	42v	30v	90^	31v
						82	84	B 7.9	14	679	1459	668	194	736	153	283	260	303	416	593	161	272	294	257	267	47	25	83	39
AIRWOLF																													
	SAT.	8.00P	60	CBS	A	204	207	A 12.8	21	1100	2016	627	253	736	219	419	356	341	279	776	278	439	395	393	230	164	33^	340	258
		8.00 - 8.30				99	99	B 12.8	22	1100	1912	664	262	749	224	436	400	361	269	719	239	436	417	378	222	135	37	309	208
		8.30 - 9.00						A 12.4	20	1065	2028	643	247	750	217	426	371	361	284	777	268	440	396	399	233	165	33^	336	255
								A 13.2	21	1134	1996	613	257	721	220	410	342	321	273	774	287	435	392	385	227	158	30^	343	257
ALFRED HITCHCOCK PRESENTS																													
	1 SUN.	8.30P	30	NBC	SM	204		A 15.9	22	1366	2309	817	345	854	387	658	635	428	141^	728	351	541	513	312	162^	243	121^	484	330
						99		B 16.1	23	1383	2233	795	373	875	437	694	594	378	136	728	348	571	524	330	117	296	146	334	232
AMAZING STORIES																													
	1 SUN.	8.00P	30	NBC	GD	205		A 16.6	24	1426	2299	803	367	842	389	633	616	407	157^	738	368	552	501	306	147^	232	122^	487	324
						99		B 17.8	26	1529	2273	761	386	832	407	655	566	357	134	784	382	623	561	355	111	282	137	375	268
AMERICAN PORTRAIT																													
	1 TUE.	8.58P	1	CBS	DO	197	198	A 15.7	22	1349	1609	728	247	808	194	361	366	384	380	592	172	307	307	311	233	108	66	101	65
						96	95	B 14.6	21	1254	1667	733	308	829	247	439	405	392	332	534	160	304	295	275	194	113	62	191	126

1 THU.	9.19P	1																											
2 MTU TH	8.58P	1																											
AMERICAN VIDEO AWARDS(S)																													
	2 FRI.	9.00P	60	ABC	AC	206		A 12.7	19	1091	1863	624	298	724	389	531	390	233^	150^	508	255	402	315	212^	65^	281	215^	350	238^
		9.00 - 9.30				99		A 12.8	19	1100	1849	646	316	721	372	518	407	238^	161^	505	250	392	310	211^	72^	259	191^	364	251
		9.30 - 10.00						A 12.7	19	1091	1852	597	277	718	400	535	367	226^	140^	505	257	409	313	211^	59v	296	236^	333	224^
BENSON																													
	1 FRI.	9.30P	30	ABC	CS	204		A 11.7	18	1005	1779	760	304	806	251^	434	408	345	329	487	190^	279	267	214^	178^	127^	127^	359	284
						98		B 11.3	18	971	1793	760	328	855	292	498	450	384	298	486	138	274	289	276	167	146	103	306	222
BILL COSBY SHOW																													
	1 THU.	8.21P	30	NBC	CS	215	215	A 33.6	49	2886	2072	820	356	905	338	566	541	393	277	565	217	344	329	230	178	221	131	381	248
	2 THU.	8.00P	30			99	99	B 31.4	47	2697	2086	790	377	886	346	563	511	371	265	574	226	370	338	250	169	226	128	400	267
CAGNEY & LACEY																													
	1 MON.	10.00P	60	CBS	OP	208		A 15.1	23	1297	1429	644	322	782	255	472	493	347	251	523	206	353	286	207	156^	96^	43v	28v	LT
		10.00 - 10.30				99		B 16.7	26	1435	1448	735	337	840	253	500	484	423	278	469	158	300	292	230	137	109	57	30	18
		10.30 - 11.00						A 15.4	22	1323	1435	649	317	777	246	459	499	354	254	517	210	350	288	201	151^	110^	41v	31v	LT
								A 14.8	23	1271	1414	636	326	782	261	484	484	340	247	526	200^	355	280	214	160^	80^	44v	26v	LT
CBS EVENING NEWS-RATHER																													
	M-F	6.30P	30	CBS	N	207	206	A 13.7	23	1177	1471	671	220	737	134	277	303	362	403	612	126	278	297	318	284	52^	21^	70	39^
						99	99	B 13.0	23	1117	1459	663	225	734	142	285	294	337	397	586	122	252	256	292	292	62	25	77	40
CBS EVENING NEWS-SUNDAY																													
	1 SUN.	6.00P	30	CBS	N	157		A 8.9	16	765	1424	688	248^	734	109^	261^	283^	314^	423	690	172^	359	358	348	307^	LT	LT	LT	
						85		B 7.7	14	661	1420	612	229	684	110	250	226	331	384	701	211	373	336	315	301	24	LT	11	LT
CBS SAT. NEWS-SCHIEFFER																													
	SAT.	6.30P	30	CBS	N	175	174	A 10.2	18	876	1589	595	189	651	85^	206	248	334	388	797	213	381	391	403	338	84^	20v	57^	14v
						92	92	B 9.1	18	782	1582	622	167	677	100	229	261	338	394	719	201	345	351	326	325	84	29	102	36
CBS SATURDAY NIGHT MOVIE																													
	SAT.	9.00P	120	CBS	FF	198	203	A 13.1	21	1125	1823	637	314	727	228	430	377	333	257	688	263	440	412	350	170	212	59^	196	160
						99	99	B 13.6	23	1168	1783	730	339	830	268	496	450	410	273	640	219	423	408	343	171	185	66	128	90
CONT'D																													



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
EVENING CONT'D																																					
CBS SATURDAY NIGHT-CONT'D																																					
9.00 - 9.30															A 11.8	19	1014	1893	615	325	706	223	431	373	329	239	691	257	431	386	347	184	247	71^	249	204	
9.30 - 10.00															A 12.9	20	1108	1903	634	322	742	234	432	384	349	268	689	266	426	388	345	183	233	65^	239	190	
10.00 - 10.30															A 13.5	22	1160	1769	647	310	734	227	421	371	323	267	697	280	460	419	348	163	188	48^	150	118	
10.30 - 11.00															A 14.3	24	1228	1725	639	298	716	224	429	372	326	254	668	240	431	438	360	156	185	54^	156	132	
CBS SPECIAL MOVIE PRESNT(S)															204																						
2 WED. 8.00P 120 CBS FF															99	A 13.0	19	1117	1674	693	305	738	189^	360	397	365	296	397	124^	216^	189^	204^	176^	168^	101^	371	281
8.00 - 8.30															A 12.5	19	1074	1638	715	332	754	193^	374	417	385	294	395	118^	231^	191^	211^	164^	139^	84^	350	255	
8.30 - 9.00															A 13.1	19	1125	1763	718	340	769	203^	391	430	405	288	381	113^	222^	182^	220^	159^	189^	115^	424	299	
9.00 - 9.30															A 13.2	19	1134	1636	667	269	708	170^	320	365	339	304	381	126^	193^	179^	181^	188^	178^	107^	369	299	
9.30 - 10.00															A 13.1	19	1125	1666	675	281	720	186^	353	382	337	297	432	140^	218^	211^	210^	189^	170^	99^	344	269	
CBS SPECIAL MOVIE PRSNT(S)															205																						
2 SUN. 9.22P 120 CBS FF															99	A 21.2	33	1821	1400	719	312	826	151	396	405	476	368	513	153	277	309	271	184	52^	24^	9^	4^
9.00 - 9.30															A 21.0	29	1804	1359	728	325	825	120^	360	409	493	383	466	124^	238	273	230	183	49^	25^	19^	12^	
9.30 - 10.00															A 21.0	30	1804	1416	731	330	827	141^	389	399	479	367	511	152	278	300	255	188	54^	29^	24^	12^	
10.00 - 10.30															A 21.2	32	1821	1394	730	308	826	149	389	406	477	372	518	167	287	316	271	181	50^	19^	LT	LT	
10.30 - 11.00															A 21.3	34	1830	1379	695	309	822	157	393	398	459	374	497	136^	255	291	276	188	60^	24^	LT	LT	
11.00 - 11.30															A 21.6	41	1855	1413	703	293	818	169	424	411	477	349	539	168	305	339	300	177	47^	26^	9^	LT	
CBS TUESDAY NIGHT MOVIES															8	A 16.7	26	1435	1500	731	219	781	169^	312	334	389	408	644	122^	306	342	409	279	44^	20^	31^	16^
1 TUE. 9.00P 120 CBS FF															99	B 18.0	28	1546	1500	805	318	903	276	483	447	423	357	452	129	237	242	236	174	78	45	67	43
9.00 - 9.30															A 16.4	24	1409	1522	716	181^	742	116^	258	309	394	417	633	110^	295	328	414	287	56^	29^	91^	48^	
9.30 - 10.00															A 17.0	23	1480	1473	709	202	783	141^	377	393	382	432	813	194^	373	398	391	292	84^	27^	23^	16^	
10.00 - 10.30															A 16.9	27	1452	1499	731	233	799	206	350	351	381	391	671	136^	335	378	422	265	29^	12^	LT	LT	
10.30 - 11.00															A 16.6	28	1426	1496	763	257	813	213	361	363	395	388	656	140^	318	362	406	261	27^	12^	LT	LT	
CHARLIE & COMPANY															9	A 11.9	17	1022	1868	752	356	799	231^	463	424	408	273	587	196^	351	334	305	180^	214^	154^	268	188^
1 WED. 9.00P 30 CBS CS															99	B 12.6	19	1082	1853	757	333	837	307	556	493	401	235	570	222	389	341	276	155	207	112	239	185
CHEERS															8	A 23.2	35	1993	1769	798	403	841	338	572	527	382	213	656	276	462	451	294	150	143	92	129	83
1 THU. 9.21P 30 NBC CS															99	B 23.2	34	1993	1821	775	390	858	372	590	521	353	222	608	273	435	413	261	138	164	84	191	125
2 THU. 9.52P 30																																					
DALLAS															9	A 22.6	34	1941	1544	840	362	913	239	476	455	422	382	460	122	224	220	193	213	63^	19^	108	80
FRI. 9.00P 60 CBS GD															99	B 23.0	36	1976	1647	871	340	952	283	500	463	420	397	515	168	268	267	212	214	70	37	110	75
9.00 - 9.30															A 21.9	33	1881	1557	837	357	909	240	472	450	416	383	469	123	231	225	201	217	63^	19^	116	82	
9.30 - 10.00															A 23.2	35	1993	1532	846	366	918	241	478	461	427	383	455	124	219	215	185	213	60^	17^	99	76	
DIFF'RENT STROKES															7	A 13.2	20	1134	1844	754	324	839	260	437	400	328	356	418	129^	226^	236	210^	158^	200^	200^	387	302
1 FRI. 9.00P 30 ABC CS															98	B 11.3	18	971	1832	700	291	807	304	474	409	313	285	461	150	286	284	240	141	194	142	370	272
DYNASTY															7	A 23.6	35	2027	1545	833	375	948	337	571	508	421	310	445	173	265	264	188	144	85	61^	67	47^
1 WED. 9.00P 120 ABC GD															99	B 23.4	35	2010	1621	857	387	968	345	590	527	438	315	457	183	280	267	188	143	109	72	87	58
2 WED. 9.00P 60																																					
9.00 - 9.30															A 22.9	33	1967	1598	821	364	956	347	582	508	420	312	438	167	262	259	190	142	118	80	86	57^	
9.30 - 10.00															A 24.1	35	2070	1571	836	368	955	345	586	508	423	308	462	181	285	283	196	143	93	70	61^	42^	
10.00 - 10.30															A 24.2	37	2079	1473	829	386	930	318	548	504	420	305	433	172	256	253	182	143	47^	40^	63^	47^	
10.30 - 11.00															A 23.5	38	2019	1453	844	391	928	310	533	509	424	319	431	173	248	243	174	145	39^	31^	55^	40^	
DYNASTY II: COLBY'S SPEC(S)															210	A 22.3	36	1916	1458	867	344	944	294	554	509	474	328	416	189	276	258	157	117^	81^	68^	17^	7^
2 WED. 10.00P 60 ABC GD															99																						
10.00 - 10.30															A 23.0	35	1976	1514	887	361	968	306	577	524	491	324	427	200	289	269	160	114^	97^	79^	22^	13^	
10.30 - 11.00															A 21.6	36	1855	1396	848	328	920	281	529	492	457	332	404	175	260	244	153	122^	63^	55^	9^	LT	





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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
HUNTER														A 16.9	28	1452	1752	754	337	834	283	513	497	440	246	601	212	352	333	308	203	188	78^	129	103
SAT. 10.00P 60 NBC OP 99 99														B 15.2	26	1306	1740	763	337	847	280	530	513	423	259	583	200	357	348	305	177	166	86	144	120
10.00 - 10.30														A 17.1	28	1469	1758	753	320	823	269	499	483	439	250	598	216	351	334	302	203	192	78^	145	117
10.30 - 11.00														A 16.6	28	1426	1747	757	354	846	299	528	510	442	243	608	209	356	334	318	206	182	77^	111	85^
INSIDERS														A 14.5	22	1246	1892	723	292	856	419	591	426	325	212	581	222	400	361	278	136	181	89^	274	213
WED. 8.00P 60 ABC A 99 99														B 14.0	22	1203	1785	738	315	839	357	525	418	337	250	557	211	364	320	259	162	152	90	237	164
8.00 - 8.30														A 13.9	21	1194	1902	712	278	849	426	581	411	310	215	570	211	386	348	281	139	196	99^	287	218
8.30 - 9.00														A 15.2	22	1306	1862	727	301	854	409	594	436	334	210	583	225	404	369	272	136	167	79^	258	208
KANE & ABEL PART 1(S)														A 23.2	34	1993	1441	724	294	817	188	390	421	379	353	526	150	285	285	253	199	57^	34^	41^	31^
1 SUN. 8.00P 180 CBS FF 99														A 22.2	32	1907	1494	712	273	822	190	369	393	344	385	538	119^	246	275	272	233	66^	39^	68^	38^
8.00 - 8.30														A 22.5	31	1933	1493	713	289	823	185	381	406	371	369	530	130^	251	270	261	228	73^	45^	67^	38^
8.30 - 9.00														A 23.5	33	2019	1394	691	278	785	181	376	411	364	331	527	156	291	285	251	193	52^	34^	30^	30^
9.00 - 9.30														A 23.4	33	2010	1417	715	294	805	177	389	417	386	344	522	170	301	285	235	185	56^	30^	34^	34^
9.30 - 10.00														A 23.8	35	2044	1443	757	309	837	195	416	442	410	350	522	159	309	295	254	182	54^	26^	30^	30^
10.00 - 10.30														A 23.6	37	2027	1415	751	316	828	204	414	451	398	337	525	164	311	303	249	178	44^	27^	18^	18^
10.30 - 11.00														A 23.4	34	2010	1433	772	337	864	168	421	440	491	377	468	62^	182	232	294	218	59^	32^	42^	21^
KANE & ABEL PART 2(S)														A 23.1	31	1984	1517	773	319	858	160	409	422	483	385	487	65^	187	247	319	228	80^	48^	92^	47^
2 MON. 9.00P 120 CBS FF 99														A 23.6	32	2027	1514	799	337	883	162	435	457	517	380	475	70^	192	247	304	213	91^	53^	65^	37^
9.00 - 9.30														A 24.0	35	2062	1359	760	333	849	168	415	443	478	370	467	57^	188	231	284	217	43^	24^	LT	LT
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00														A 22.8	37	1959	1338	757	362	866	181	423	439	490	373	440	57^	168	207	267	213	19^	LT	13^	LT
KANE & ABEL PART 3(S)														A 21.4	32	1838	1523	823	314	888	148	394	426	505	410	539	96^	224	249	311	261	61^	19^	35^	25^
2 TUE. 9.00P 120 CBS FF 99														A 20.1	29	1727	1603	829	295	911	157	401	419	508	433	561	112^	222	248	308	278	79^	34^	52^	44^
9.00 - 9.30														A 21.2	31	1821	1567	837	319	915	147	409	441	524	415	544	96^	227	251	312	263	60^	21^	48^	42^
9.30 - 10.00														A 22.2	35	1907	1471	807	311	854	139^	378	412	485	396	540	88^	226	253	322	264	50^	9^	27^	20^
10.00 - 10.30														A 22.1	37	1898	1449	821	328	868	148	391	430	504	393	513	89^	215	242	300	245	58^	12^	10^	LT
10.30 - 11.00														A 20.0	27	1718	1857	753	311	831	255	485	496	371	294	468	174	336	304	219	125^	258	117^	300	237
KATE & ALLIE														B 20.0	28	1718	1769	798	349	902	288	541	518	423	303	478	159	301	293	237	144	190	107	199	143
1 MON. 9.00P 30 CBS CS 99														A 15.4	25	1323	1929	701	199^	836	180^	415	407	453	351	570	132^	269	348	335	222	115^	58^	408	312
KNIGHT RIDER														B 14.0	24	1203	1980	712	260	814	269	473	412	370	301	626	204	358	343	287	218	137	74	403	304
1 FRI. 8.00P 60 NBC A 99														A 14.7	24	1263	1964	717	191^	858	180^	412	397	444	385	591	133^	281	359	354	232	103^	46^	412	304
8.00 - 8.30														A 16.0	25	1374	1902	686	208	818	177^	417	420	466	320	549	131^	257	335	320	214	128^	69^	407	319
8.30 - 9.00														A 20.6	34	1770	1502	824	330	919	319	527	475	414	338	459	185	279	252	207	156	52^	40^	72^	34^
KNOTS LANDING														B 19.7	32	1692	1572	854	356	956	333	569	509	430	335	456	168	287	263	225	140	98	60	62	40
1 THU. 10.21P 60 CBS GD 99 99														A 19.7	31	1692	1546	831	304	926	315	509	450	415	360	491	181	290	271	246	172	65^	53^	64^	34^
2 THU. 10.00P 60														A 20.8	35	1787	1499	818	346	919	323	530	474	410	337	456	197	281	248	193	151	51^	39^	73^	37^
10.00 - 10.30														A 21.8	39	1873	1420	828	331	910	318	548	520	416	305	419	160	257	230	176	145	15^	15^	76^	35^
10.30 - 11.00														A 10.6	17	911	1566	587	338	708	179	359	356	355	294	711	262	426	398	295	238	99^	33^	48^	37^
11.00 - 11.30														B 10.6	17	911	1566	587	338	708	179	359	356	355	294	711	262	426	398	295	238	99	33	48	37
ADY BLUE														A 9.9	16	850	1555	580	320	694	164	344	344	353	294	714	277	428	389	283	238	98^	28^	49^	29^
SAT. 9.00P 60 ABC OP 99 98														A 11.2	18	962	1579	596	353	720	191	374	367	361	295	716	251	428	409	307	240	98^	37^	45^	45^
9.00 - 9.30																																			
9.30 - 10.00																																			
LOVE BOAT														A 12.9	21	1108	1589	751	336	901	240	464	413	394	399	444	174	274	242	179	156	132	80^	112^	76^
CONT'D																																			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
														KEY				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																				
LOVE BOAT-CONT'D																																				
	SAT.	10.00P	60	ABC	CS		99	97		B 13.1	22	1125	1557	764	313			868	255	426	383	356	390	436	150	251	236	191	162	149	85	104	90			
		10.00 - 10.30								A 12.8	21	1100	1552	725	328			863	217	433	398	379	395	441	172	270	234	174	157	137	83^	111^	83^			
		10.30 - 11.00								A 13.0	22	1117	1618	774	341			935	262	490	424	404	403	442	171	273	250	185	152	127	77^	114^	69^			
MACGYVER																																				
	1 SUN.	8.00P	60	ABC	A		99			A 15.8	22	1357	1940	664	288			741	190^	426	398	394	270	707	287	458	398	307	210	266	61^	226	170^			
		8.00 - 8.30								B 13.6	20	1168	1970	617	314			733	294	487	436	329	185	711	262	479	453	347	187	215	85	311	214			
		8.30 - 9.00								A 14.8	21	1271	1978	687	300			773	209	467	411	404	269	710	295	463	401	302	208^	260	64^	235	178^			
										A 16.7	23	1435	1911	648	277			715	170^	393	386	390	272	704	283	453	398	308	210	273	58^	219	166^			
MAGNUM, P.I.																																				
	1 THU.	8.21P	60	CBS	PD		99			A 15.6	23	1340	1627	689	231			708	181^	348	363	350	303	672	239	420	411	312	196^	129^	28^	118^	69^			
		8.00 - 8.30								B 15.6	23	1340	1655	754	292			832	233	435	420	414	331	594	179	351	350	313	192	95	34	134	86			
		8.30 - 9.00								A 12.9	20	1108	1539	613	165^			613	134^	241^	284	271	329	708	243	440	452	314	214^	137^	37^	81^	61^			
		9.00 - 9.30								A 14.7	22	1263	1637	677	230			699	178^	347	363	349	298	686	246	421	424	319	193^	136^	35^	116^	68^			
										A 17.9	26	1538	1658	729	258			751	201	383	388	375	301	652	235	419	387	304	194	120^	20^	135^	76^			
MIAMI VICE																																				
	FRI.	10.00P	60	NBC	OP		99	99		A 22.9	37	1967	1842	742	347			818	346	604	549	404	166	641	245	447	424	331	151	185	87	198	160			
		10.00 - 10.30								B 21.7	36	1864	1816	716	362			796	371	592	520	358	156	696	314	521	476	307	140	165	80	159	128			
		10.30 - 11.00								A 22.6	36	1941	1868	736	346			816	346	598	541	405	170	651	241	449	432	340	159	189	92	212	164			
										A 23.2	38	1993	1809	747	346			816	347	612	550	400	161	628	250	445	414	318	141	179	80	186	155			
MISFITS OF SCIENCE																																				
	1 FRI.	9.00P	60	NBC	A		99			A 13.3	20	1142	2073	697	152^			802	298	518	510	423	189^	541	219^	404	334	276	131^	250	92^	480	335			
		9.00 - 9.30								B 13.2	21	1134	2045	628	267			713	274	488	451	347	180	618	238	452	411	323	133	232	101	482	364			
										A 12.9	20	1108	2102	691	148^			808	297	518	502	433	196^	566	229^	425	341	290	141^	237^	82^	491	340			
MR. BELVEDERE																																				
	FRI.	8.30P	30	ABC	CS		98	201		A 13.7	21	1177	2036	700	153^			792	295	517	513	412	183^	515	212^	383	330	256	118^	261	100^	468	329			
		8.30P								A 16.4	26	1409	1793	725	304			782	223	395	367	349	323	430	104	217	208	204	181	230	176	351	242			
										B 14.0	23	1203	1792	741	303			815	270	433	396	330	317	439	132	231	235	194	179	157	112	381	232			
MOONLIGHTING																																				
	TUE.	9.00P	60	ABC	PD		99	211		A 17.6	26	1512	1668	718	376			822	410	625	517	327	163	573	270	430	411	240	106	168	114	105	71^			
		9.00 - 9.30								B 18.2	27	1563	1813	775	397			885	393	649	555	392	187	608	278	454	422	268	115	183	104	137	94			
		9.30 - 10.00								A 17.5	25	1503	1684	715	378			825	409	625	514	325	166	554	259	411	396	229	106	186	125	119	85^			
										A 17.7	26	1520	1647	720	372			818	408	624	519	329	161	593	280	450	425	252	107	149	103	87^	55^			
MURDER, SHE WROTE																																				
	2 SUN.	8.22P	60	CBS	SM		99	206		A 25.0	34	2148	1428	704	286			804	119^	307	360	451	411	495	114^	270	281	254	193	55^	26^	74^	41^			
		8.00 - 8.30								B 24.5	35	2105	1596	796	323			891	174	388	399	453	436	531	124	265	276	286	231	80	37	94	63			
		8.30 - 9.00								A 24.3	34	2087	1482	708	298			817	143	304	356	431	412	521	112^	282	304	265	203	59^	15^	85^	44^			
		9.00 - 9.30								A 24.7	34	2122	1455	707	298			823	126	308	361	457	424	513	120^	283	288	260	200	50^	21^	69^	34^			
		9.30 - 10.00								A 25.7	35	2208	1373	696	267			773	99^	305	361	452	391	465	107^	248	261	244	184	60^	36^	75^	46^			
NBC MONDAY NIGHT MOVIES																																				
	1 MON.	9.00P	120	NBC	FF		99	99		A 21.3	30	1830	1852	820	346			894	353	609	544	425	237	424	128	276	259	233	126	153	86	381	222			
	2 MON.	8.00P	120							B 20.6	31	1770	1698	815	356			929	367	601	518	404	279	455	158	273	250	220	148	145	94	169	103			
		8.00 - 8.30								A 18.7	26	1606	2228	698	320			766	358	559	530	317	165^	401	154^	294	303	189	76^	246	110^	815	485			
		8.30 - 9.00								A 19.1	26	1641	2288	703	334			780	389	595	552	309	139^	414	146^	311	318	213	73^	248	99^	846	494			
		9.00 - 9.30								A 21.1	29	1812	1859	784	343			870	359	593	519	387	230	416	132	262	246	225	124	179	110	394	228			
		9.30 - 10.00								A 21.1	29	1812	1850	833	369			918	370	644	550	429	235	424	130	278	257	242	121	161	104	347	190			
		10.00 - 10.30								A 24.0	35	2062	1563	944	371			1001	329	629	569	538	314	446	105^	266	235	264	169	56^	40^	60^	40^			
		10.30 - 11.00								A 23.9	38	2053	1502	935	327			985	309	614	564	543	317	437	97^	270	239	266	167	43^	35^	37^	25^			
NBC MOVIE OF THE WEEK-FRI(S)																																				
	2 FRI.	8.00P	120	NBC	FF		97			A 13.7	21	1177	1876	686	296			868	287	547	452	441	281	685	210^	375	362	340	250	125^	29^	198^	163^			
		8.00 - 8.30								A 12.5	20	1074	1893	653	287			895	326	566	441	403	295	655	165^	343	348	335	250	118^	27^	225^	179^			
		8.30 - 9.00								A 13.3	20	1142	1930	679	307			855	261	521	442	446	285	667	206^	370	355	321	243	134^	31^	274	216^			
CONT'D																																				



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																				
NBC MOVIE OF THE W-CONT'D																																				
9.00 - 9.30														A	14.2	21	1220	1843	703	277	861	280	550	464	459	273	700	234	389	376	346	247	133^	26^	149^	127^
9.30 - 10.00														A	14.9	22	1280	1830	704	308	858	282	545	456	446	272	699	225	388	366	346	250	114^	28^	159^	135^
NBC NEWS DIGEST-M-F 40 147 157														A	14.3	21	1228	1853	692	304	782	276	459	428	343	267	573	213	347	324	245	191	141	60	357	242
1 MTUWF 8.58P 1 NBC N 77 80														B	13.6	21	1168	1828	709	294	795	281	460	415	340	285	598	205	347	334	272	209	138	72	297	206
1 THU. 9.19P 1																																				
2 MON. 8.55P 1																																				
2 TU-F 8.58P 1																																				
NBC NEWS DIGEST-2-M-F 17 162 158														A	11.6	17	1014	1796	754	328	849	350	576	451	368	231	595	230	412	388	297	146	130	60^	222	132
1 TUE. 9.58P 1 NBC N 85 84														B	12.2	18	1048	1702	752	318	857	321	544	461	383	265	543	195	352	339	271	153	136	74	166	114
1 THU. 10.19P 1																																				
2 MWF 9.58P 1																																				
NBC NEWS DIGEST-SAT 8 153 158														A	16.3	26	1400	1894	798	376	928	320	517	466	371	364	559	246	344	298	191	182	122	63^	285	219
SAT. 8.58P 1 NBC N 78 80														B	13.8	23	1185	1929	775	337	895	342	527	455	345	320	499	179	281	272	195	183	184	116	351	271
NBC NEWS DIGEST-2-SAT. 3 170														A	14.0	22	1203	1544	782	286	846	183^	428	434	494	355	423	138^	183^	178^	214^	210^	86^	48^	189^	138^
1 SAT. 9.58P 1 NBC N 85														B	12.7	20	1091	1763	765	298	852	233	461	462	413	330	474	127	222	254	252	193	162	97	275	218
NBC NEWS DIGEST-SUN 8 156 150														A	11.4	16	979	2097	759	319	798	266	501	516	423	228	832	279	528	474	406	266	138^	66^	329	209
1 SUN. 8.58P 1 NBC N 80 79														B	11.3	16	971	2031	752	328	820	355	585	495	364	195	762	307	510	468	349	199	194	92	255	178
2 SUN. 9.14P 1																																				
NBC NEWS DIGEST-2-SUN. 4 175 87														A	15.5	23	1331	1888	807	374	891	318	538	572	333	150	874	253	488	437	350	189	171^	31^	192^	187^
2 SUN. 10.03P 1 NBC N 87														B	15.5	23	1331	1888	807	374	891	318	538	572	333	150	874	253	488	437	350	189	171^	31^	192^	187^
NBC NIGHTLY NEWS-SAT. 8 162 163														A	10.4	19	893	1455	617	171	678	100^	247	303	297	367	634	147^	253	269	272	313	37^	11^	106^	72^
SAT. 6.30P 30 NBC N 90 93														B	10.3	20	885	1504	648	200	714	111	249	287	328	399	589	117	219	238	271	302	48	16	153	103
NBC NIGHTLY NEWS-SUN 1 122														A	7.8	13	670	1461	582	147^	582	57^	190^	227^	402	355^	749	202^	448	484	353^	265^	95^	17	35^	35^
2 SUN. 6.30P 30 NBC N 72														B	7.8	13	670	1461	582	147	582	57	190	227	402	355	749	202	448	484	353	265	95	17	35	35
NBC NIGHTLY NEWS 39 201 200														A	12.3	21	1057	1488	679	209	738	143	275	292	367	399	598	136	250	268	273	297	42^	20^	110	65
M-F 6.30P 30 NBC N 99 99														B	11.5	21	988	1515	694	232	751	160	303	307	346	394	612	142	260	274	278	303	45	25	107	62
NBC SUNDAY NIGHT MOVIE 8 200 200														A	19.2	28	1649	1843	710	345	770	247	490	464	394	230	816	235	488	460	446	273	134	65^	123	77^
1 SUN. 9.00P 120 NBC FF 99 99														B	19.6	29	1684	1881	727	348	826	346	593	514	380	184	709	277	499	461	348	167	188	98	158	105
2 SUN. 8.00P 180																																				
8.00 - 8.30														A	15.7	22	1349	1837	634	288	717	206	401	377	356	252	839	211	453	406	467	319	127^	72^	154^	108^
8.30 - 9.00														A	17.1	24	1469	1844	663	317	734	201	411	409	378	253	845	179^	421	425	496	339	120^	78^	145^	99^
9.00 - 9.30														A	18.7	26	1606	1913	711	318	767	230	480	476	402	235	830	249	514	484	453	258	150	71^	166	101
9.30 - 10.00														A	20.1	29	1727	1858	719	334	771	249	501	488	399	218	814	245	506	475	445	253	136	66^	137	83
10.00 - 10.30														A	20.7	31	1778	1812	732	377	787	270	522	484	397	221	808	250	495	464	426	263	125	58^	92	56^
10.30 - 11.00														A	20.4	32	1752	1776	728	380	787	277	518	469	389	224	782	233	471	457	421	261	128	54^	79	51^
NEWHART 6 208														A	20.0	27	1718	1634	697	323	786	260	464	477	358	262	531	219	374	346	230	139^	169	79^	148^	107^
1 MON. 9.30P 30 CBS C5 99														B	19.5	28	1675	1650	805	383	912	300	556	534	443	287	490	173	310	312	240	145	146	78	102	67
NEWSBREAK-M-F 45 173 173														A	13.7	20	1177	1588	792	322	877	223	431	418	417	383	515	128	253	247	263	226	79	40^	117	80
1 M & F 9.58P 1 CBS N 82 82														B	14.0	21	1203	1617	813	334	912	261	485	451	433	365	518	151	282	274	258	202	94	47	93	63
1 TUE. 9.55P 1																																				
1 WED. 8.57P 2																																				
1 THU. 10.19P 1																																				
CONT'D																																				

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
												AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2					TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																										
NEWSBREAK-M-F-CONT'D																										
2	MON.	9.54P	1																							
2	TUE.	9.53P	1																							
2	W-F	9.58P	1																							
NEWSBREAK-SAT.																										
1	SAT.	9.52P	1	CBS N		9	173 176	A 10.4 17	893	1887	646 338	774 240	429 381	347 285	730 287	466 385	355 194	200 55A	183 154							
2	SAT.	10.01P	1					B 10.6 17	911	1745	726 344	841 257	480 438	413 300	603 199	389 365	319 181	179 56	122 87							
NEWSBREAK-SUN.																										
1	SUN.	10.05P	1	CBS N		9	180 180	A 18.7 28	1606	1450	760 316	850 172	393 416	448 387	535 150	294 306	270 205	47A 16v	18v 18v							
2	SUN.	10.19P	1					B 14.6 21	1254	1549	790 343	894 209	407 406	431 429	512 124	266 275	286 213	75 33	68 48							
NFL MONDAY NIGHT FOOTBALL																										
1	MON.	9.00P	211	ABC SE		10	210 208	A 19.7 31	1692	1534	452 184	471 167	302 285	229 149	902 317	578 563	433 264	73A 31A	88 73A							
2	MON.	9.00P	172					B 18.6 30	1598	1527	428 192	457 166	283 262	210 149	919 339	597 576	444 261	75 31	76 47							
	9.00 - 9.30							A 17.9 24	1538	1627	485 231	515 179	327 306	252 159	911 307	553 551	436 290	104 40A	97 58A							
	9.30 - 10.00							A 20.3 27	1744	1599	467 210	487 158	307 295	249 156	929 307	573 558	458 291	100 44A	83 62A							
	10.00 - 10.30							A 21.5 30	1847	1598	457 192	473 176	304 291	225 148	932 339	608 583	449 262	80 37A	113 92							
	10.30 - 11.00							A 20.1 30	1727	1558	446 179	460 165	285 270	225 154	922 349	608 573	425 254	89 36A	87 79							
	11.00 - 11.30							A 19.2 33	1649	1502	443 157	457 153	302 273	242 142	898 328	598 577	416 244	63A 35A	84 79A							
	11.30 - 12.00							A 19.6 39	1684	1444	427 157	445 184	312 278	198 128	872 306	563 556	421 251	28A 3v	99 90							
	12.00 - 12.30							A 18.8 43	1615	1302	443 143A	468 174	282 276	188 160A	796 255	509 521	407 251	12v LT	26v 26v							
NIGHT COURT																										
						7	201	A 21.7 33	1864	1680	765 371	829 339	571 507	381 210	591 221	388 400	304 156	153 90A	107A 47A							
1 THU. 9.51P 30 NBC CS 99																										
NORTH BEACH & RAWHIDE PT1(S) 203																										
1	TUE.	8.00P	60	CBS GD				A 9.6 14	825	1583	750 196A	787 120A	326 343	466 412	525 33v	240A288A	424 237A	105A 75v	166A 125A							
	8.00 - 8.30							A 9.3 14	799	1625	760 209A	799 122A	330A351	471 414	512 26v	233A267A	416 245A	111A 77v	203A 152A							
	8.30 - 9.00							A 9.8 14	842	1545	743 184A	778 120A	324 339	459 409	534 38v	248A305A	434 229A	99A 72v	134A 98A							
NORTH BEACH & RAWHIDE PT2(S) 203																										
1	WED.	8.00P	60	CBS GD				A 11.4 17	979	1542	683 265A	782 175A	397 343	401 362	469 76A	236A210A	308 216A	88A 88A	203A 152A							
	8.00 - 8.30							A 11.7 18	1005	1477	677 271	764 191A	378 316	366 365	433 87A	223A179A	264 210A	74A 74A	206A 144A							
	8.30 - 9.00							A 11.1 16	953	1601	692 255A	797 157A	411 370	432 358	503 59v	244A240A	353 223A	103A103A	198A 158A							
OUR FAMILY HONOR																										
	FRI.	10.00P	60	ABC GD		3	207 203	A 6.0 10	515	1449	555 188A	670 235A	319 275	235A276	526 106A	256A272	265 212A	90A 64v	163A 76A							
	10.00 - 10.30							B 6.1 10	524	1444	597 213	689 241	352 337	306 257	548 123	267 302	284 211	65 41	142 76							
	10.30 - 11.00							A 6.2 10	533	1492	567 207A	682 252A	340 289	239A273	478 94A	233A233A	230A203A	109A 63v	223A 92A							
								A 5.8 10	498	1386	536 166A	651 217A	291 252A	228A280	570 116A	277 310	297 218A	66v 66v	99A 59v							
PUNKY BREWSTER																										
1	SUN.	7.18P	30	NBC CS		8	186 156	A 9.0 14	773	2044	682 268	728 229	424 388	362 268	568 204	394 341	291 137A	219 137A	529 353							
2	SUN.	7.00P	30					B 8.9 14	765	2155	688 252	746 263	487 429	349 224	605 237	416 380	282 148	261 164	543 362							
REMINGTON STEELE																										
	TUE.	10.00P	60	NBC PD		6	206 202	A 14.5 24	1246	1494	730 253	812 305	527 451	349 246	535 218	348 342	218 153	124 62A	23v LT							
	10.00 - 10.30							B 15.9 26	1366	1553	752 310	836 320	573 483	368 229	574 250	406 364	250 137	89 36	54 35							
	10.30 - 11.00							A 14.5 23	1246	1503	727 272	815 320	546 457	343 233	531 224	354 345	209 147	129 68A	28v 6v							
								A 14.5 24	1246	1472	732 235	807 286	505 441	356 262	537 213	343 340	227 156	111 53A	17v LT							
RIPLEY'S BELIEVE IT-NOT																										
	SUN.	7.00P	60	ABC U		9	192 190	A 11.4 17	979	1894	604 283	727 267	465 366	306 231	765 322	523 496	341 188	162 54A	240 166							
	7.00 - 7.30							B 11.0 17	945	1993	670 330	774 299	493 398	339 232	787 325	536 506	367 195	161 54	271 189							
	7.30 - 8.00							A 10.5 16	902	1861	593 263	711 255	435 344	286 248	754 315	508 487	335 190	147A 51A	249 160							
								A 12.3 18	1057	1910	610 300	737 279	489 380	323 216	769 322	531 498	348 187	173 52A	231 171							

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										WK 1 WK 2		K E Y		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	Y	Avg. Aud. %	Avg. Share %	Avg. (0000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
RIPTIDE																																	
TUE. 9.00P 60 NBC PD 99 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
ST. ELSEWHERE																																	
WED. 10.00P 60 NBC GD 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SCARECROW & MRS. KING																																	
MON. 8.00P 60 CBS GD 99 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
SHADOW CHASERS																																	
1 THU. 8.20P 120 ABC PD 99 99																																	
2 THU. 8.00P 60																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
SILVER SPOONS																																	
1 SUN. 7.48P 12 NBC CS 95 95																																	
2 SUN. 7.30P 30																																	
SIMON & SIMON																																	
1 THU. 9.21P 60 CBS PD 99 99																																	
2 THU. 8.00P 60																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
60 MINUTES																																	
1 SUN. 7.00P 60 CBS DN 99 99																																	
2 SUN. 7.22P 60																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
8.00 - 8.30																																	
SPENSER: FOR HIRE																																	
TUE. 10.00P 60 ABC PD 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SPORTSBREAK-SAT																																	
SAT. 8.58P 1 CBS SN 97 97																																	
SPORTSBREAK-SUN																																	
1 SUN. 9.00P 1 CBS SN 94 94																																	
2 SUN. 9.20P 1																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 0-11	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																														
EVENING CONT'D																																					
SUMMIT: ANALYSIS(S)																																					
2 THU. 9.49P 11 ABC N 207 98 A 8.4 12 722 1650 641 158^ 713 162^ 317^292^ 341^345^ 660 206^ 485 449 386 175^ 131^ 45^ 146^ 117^																																					
TV BLOOPERS & PRAC. JOKES 8 201 197 A 15.3 23 1314 1704 699 298 774 315 487 422 334 239 524 235 352 302 228 129 188 106 218 139																																					
1 MON. 8.00P 60 NBC CV 98 98 B 16.2 24 1392 1833 716 300 801 304 477 405 332 280 574 224 365 330 269 167 200 125 258 179																																					
2 MON. 10.00P 60 A 16.6 24 1426 1827 684 254 701 239 376 337 331 279 534 230 322 268 232 180^ 255 169^ 337 235																																					
8.00 - 8.30 A 16.9 23 1452 1753 670 283 685 238 394 368 331 249 554 277 350 284 210 167^ 231 150^ 283 196																																					
8.30 - 9.00 A 14.1 21 1211 1648 724 354 880 425 638 506 325 197^ 488 206^ 371 313 224 74^ 129^ 48^ 151^ 67^																																					
10.00 - 10.30 A 13.6 22 1168 1516 709 306 847 386 576 505 340 213^ 497 214^ 366 348 241 72^ 116^ 34^ 56^ 21^																																					
10.30 - 11.00																																					
20/20 7 203 204 A 11.4 19 979 1522 639 138^ 711 173 344 363 324 306 662 221 399 378 309 219 87^ 19^ 62^ 48^																																					
1 THU. 10.20P 60 ABC DN 98 99 B 13.7 22 1177 1564 754 250 821 204 428 441 429 315 639 194 364 354 320 231 62 15 42 26																																					
2 THU. 10.00P 60 A 11.0 17 945 1507 619 163 690 177 343 358 306 296 674 247 427 393 296 201 97^ 25^ 46^ 40^																																					
10.00 - 10.30 A 11.7 19 1005 1532 649 132^ 720 175 351 376 330 306 670 225 400 382 311 222 83^ 19^ 59^ 45^																																					
10.30 - 11.00 A 11.2 20 962 1500 643 100^ 716 155^ 321 319 337 326 610 159^ 340 330 322 243^ 66^ LT 108^ 75^																																					
11.00 - 11.30																																					
TWILIGHT ZONE 9 205 205 A 13.6 22 1168 1923 706 341 786 271 517 477 394 231 617 250 466 428 296 125 222 74^ 298 205																																					
FRI. 8.00P 60 CBS SF 99 99 B 14.7 25 1263 1888 741 343 821 311 540 502 383 236 659 274 480 448 315 141 142 48 266 181																																					
8.00 - 8.30 A 13.2 21 1134 1877 703 333 779 272 511 465 393 229 597 249 447 411 276 126 209 79^ 292 213																																					
8.30 - 9.00 A 14.2 22 1220 1931 698 341 780 265 514 480 388 230 622 242 470 438 311 122 232 68^ 297 196																																					
227 9 200 201 A 19.9 32 1709 1805 835 355 912 260 518 507 455 331 479 185 257 265 193 172 227 114 187 142																																					
SAT. 9.30P 30 NBC CS 99 99 B 17.9 29 1538 1876 804 348 907 286 528 493 409 331 495 158 268 274 238 180 202 122 272 213																																					
WE ARE THE WORLD(S) 203 A 11.0 16 945 1812 768 349 864 251^ 456 468 412 299 479 156^ 283 296 279^136^ 229^184^ 240^ 190^																																					
2 TUE. 8.00P 60 CBS GV 97 A 10.5 15 902 1881 759 347 857 240^ 449 459 407 304 440 141^ 250^256^ 255^132^ 282^221^ 302 238^																																					
8.00 - 8.30 A 11.4 16 979 1748 779 352 872 262^ 463 474 414 295 512 167^ 309 330 299 142^ 183^151^ 181^ 145^																																					
8.30 - 9.00																																					
WEBSTER 10 209 205 A 16.5 27 1417 1854 747 284 823 239 420 393 372 343 441 120 222 211 202 186 218 153 372 253																																					
FRI. 8.00P 30 ABC CS 98 98 B 14.5 25 1246 1814 771 301 854 265 430 404 353 354 441 127 220 225 200 187 155 106 364 212																																					
WHO'S THE BOSS? 8 205 206 A 20.9 31 1795 1987 784 380 874 371 570 457 356 248 565 225 362 340 244 153 207 114 341 220																																					
TUE. 8.00P 30 ABC CS 99 99 B 21.6 33 1855 1918 763 368 850 332 535 474 368 249 547 205 361 337 259 148 211 125 310 197																																					
WRLD FUNNIEST COM'L GOOFS(S) 205 A 16.7 26 1435 1887 801 351 900 442 699 552 389 151^ 619 287 495 449 291 104^ 206 70^ 162^ 83^																																					
2 SUN. 10.00P 60 ABC U 98 A 16.7 26 1435 1944 810 342 896 449 698 556 377 145^ 628 302 511 463 287 97^ 226 82^ 194 103^																																					
10.00 - 10.30 A 16.7 27 1435 1823 792 359 902 430 694 549 399 158^ 607 274 480 438 291 107^ 183^ 59^ 131^ 60^																																					
10.30 - 11.00																																					
*LATE FRINGE																																					
ABC NEWS:NIGHTLINE-MON 8 193 197 A 3.9 19 335 988 385^ 77^ 424 104^ 242^236^ 213^134^ 564 176^ 349^313^ 296^215^ LT LT LT LT																																					
1 MON. 1.00A 30 ABC N 96 97 B 4.2 21 361 995 357 100 386 151 230 194 144 118 588 199 389 343 293 191 LT LT 13 LT																																					
2 MON. 12.35A 31																																					
ABC NEWS:NIGHTLINE 29 194 198 A 5.3 15 455 1286 559 131^ 614 114^ 235 248 277 316 574 206 356 308 303 198 59^ 51^ 39^ 33^																																					
1 TU & W 11.30P 31 ABC N 97 97 B 5.3 15 455 1249 602 176 652 146 288 317 321 288 543 143 291 297 300 216 32 22 22 16																																					
1 FRI. 11.30P 30																																					
2 TU&TH 11.30P 30																																					
2 W & F 11.30P 31																																					
ABC NEWS:NIGHTLINE THU(B) 200 A 3.3 12 283 1237 600^180^ 600^ 35^ 96^184^ 293^381^ 605^114^ 297^304^ 322^272^ LT LT 32^ LT																																					
CONT'D																																					



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORKING WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
LATE FRINGE CONT'D																														
ABC NEWS:NIGHTLINE-CONT'D																														
2	THU.	12.00M	45	ABC N			97		A	3.5 12	301	1332	681^233^	681^ 30v	86v229^	338^422^	608^100v	259^292^	334^316^	LT	LT	43v	LT							
		12.00 - 12.30							A	2.9 12	249	976^	398^ 53v	398^ 44v	113v 69v	181v285^	578^140v	377^321^	277^161v	LT	LT	LT	LT							
		12.30 - 1.00							A	3.6 12	309	1113	286^110v	418^133v	159v217v	107v178v	663^239^	375^530^	291^133v	32v	LT	LT	LT							
ABC NEWS:NIGHTLINE-THU(B)																														
1	THU.	12.00M	26	ABC N			97		A	3.6 12	309	1113	286^110v	418^133v	159v217v	107v178v	663^239^	375^530^	291^133v	32v	LT	LT	LT							
ABC WEEKEND REPORT-SAT.																														
	SAT.	11.30P	15	ABC N		8 155 156	84 84		A	3.2 8	275	815	335^109v	364^ 88v	145^156^	127^182^	433^106v	182^178^	214^149^	18v	18v	LT	LT							
									B	3.2 8	275	1074	514 203	564 131	290 263	293 245	444 142	235 240	199 161	44	LT	22	18							
ABC WEEKEND REPORT-SUN.																														
1	SUN.	11.31P	15	ABC N		8 164 163	90 88		A	3.2 13	275	1491	585 440^	810 345^	509 492^	349^228^	644 215^	331^346^	353^258^	LT	LT	37v	LT							
2	SUN.	11.30P	15						B	3.6 14	309	1234	574 259	679 223	373 363	288 254	488 114	214 221	252 225	32	19	35	LT							
CBS LATE NIGHT I																														
1	M & TU	11.30P	67	CBS FF		45 182 182	90 91		A	5.0 16	430	1163	611 197	658 214	372 333	319 237	411 100^	218 247	237 153	36v	19v	58^	41^							
1	WED.	11.30P	65						B	5.1 17	438	1221	590 223	683 226	404 346	343 231	458 143	264 249	237 168	49	26	31	19							
1	THU.	11.52P	66																											
1	FRI.	11.30P	68																											
2	MTUTH	11.30P	67																											
2	WED.	11.30P	64																											
2	FRI.	11.30P	71																											
		11.30 - 12.00							A	5.3 15	455	1248	639 180	692 232	393 332	335 252	423 99^	208 245	234 168	51^	24v	82^	62^							
12.00 - 12.30																														
12.30 - 1.00																														
CBS LATE NIGHT II																														
1	MON.	12.37A	48	CBS FF		45 182 182	90 91		A	3.1 17	266	1049	556 173^	578 196^	319 320	263 209^	444 140^	275 308	275 127^	LT	LT	27v	23v							
1	TUE.	12.37A	51						B	3.2 18	275	1097	522 228	608 193	369 333	318 191	454 155	297 277	252 136	20	LT	LT	LT							
1	WED.	12.35A	50																											
1	THU.	12.58A	50																											
1	FRI.	12.38A	52																											
2	MON.	12.37A	41																											
2	TUE.	12.37A	49																											
2	WED.	12.34A	47																											
2	THU.	12.37A	45																											
2	FRI.	12.41A	48																											
		12.30 - 1.00							A	3.3 16	283	996	533 156^	568 191^	311 315	251 204^	428 139^	269 297	250 120^	LT	LT	LT	LT							
		1.00 - 1.30							A	3.0 18	258	1047	558 178^	577 202^	318 314	259 209^	431 132^	261 294	276 128^	LT	LT	39v	31v							
		1.30 - 2.00							A	2.8 22	241	1473	768^270v	768^224v	494^502^	403^221v	489^178v	352^352^	311^137v	LT	LT	216v	182v							
CBS NEWS NIGHTWATCH-1																														
1	M-THSU	2.00A	30	CBS N		45 59 59	58 57		A	1.0 10	86	814	406^186v	430^105v	210^267^	325^151v	384^ 70v	82v128v	314^244^	LT	LT	LT	LT							
1	THU.	2.22A	8						B	1.1 12	94	700	321 157	425 138	276 261	273 117	275 68	105 119	205 154	LT	LT	LT	LT							
2	M-THSU	2.00A	30																											
CBS NEWS NIGHTWATCH-2																														
	M-THSU	2.30A	30	CBS N		45 82 81	74 73		A	1.1 14	94	968	384^181^	415^ 85v	191^255^	330^139v	522^117v	138v192^	405^309^	LT	LT	LT	LT							
									B	1.2 16	103	678	284 109	372 123	236 222	223 108	300 95	140 143	183 140	LT	LT	LT	LT							
CBS NEWS NIGHTWATCH-3																														
	M-TH	3.00A	180	CBS N		45 97 99	85 85		A	1.1 19	94	660^	267^138v	277^ 96v	160v181^	181^ 75v	308^ 85v	159v138v	191^149v	LT	LT	64v	LT							
1	SUN.	3.00A	169						B	1.1 22	94	496	225 87	246 82	150 146	122 74	210 59	105 88	119 98	LT	LT	LT	LT							
2	MTUTHS	3.00A	180																											
CONT'D																														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK	DAY	START	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
#		TIME							Y	%	%			TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+								
LATE FRINGE CONT'D																																	
CBS NEWS NIGHTWATCH-CONT'D																																	
2	WED.	3.00A	61																														
		& 4.24A	39																														
		3.00 - 3.30							A	1.2	17	103	913	408^185^	447^204^	233^263^	243^155^	398^ 88^	117^126^	310^272^	LT	LT				68^	49^						
		3.30 - 4.00							A	1.1	18	94	755	351^202^	351^149^	170^212^	202^117^	330^ 64^	96^ 85^	212^224^	LT	LT				74^	53^						
		4.00 - 4.30							A	1.1	20	94	734	298^159^	298^ 85^	127^159^	213^107^	330^127^	149^ 96^	149^181^	LT	LT				106^	85^						
		4.30 - 5.00							A	1.0	20	86	674^	267^116^	267^ 81^	163^209^	186^ LT	291^ 70^	140^116^	151^140^	LT	LT				116^	70^						
		5.00 - 5.30							A	.9	18	77	468^	182^ 91^	182^ LT	182^182^	182^ LT	234^ 65^	234^234^	169^ LT	LT	LT				LT	LT						
		5.30 - 6.00							A	1.0	19	86	535^	163^117^	221^ LT	174^174^	174^ LT	267^104^	267^267^	163^ LT	LT	LT				LT	LT						
CBS SUNDAY NEWS-OSGOOD																																	
1	SUN.	11.00P	15	CBS N			9	123	121	A	5.2	11	447	1345	660	266^	752	127^	309	365	394	387	579	193^	406	373	310	154^	14^	LT	LT	LT	LT
2	SUN.	11.22P	15							B	4.9	10	421	1335	617	263	736	186	364	338	356	332	497	108	289	280	299	187	68	45	34	30	
DAVID LETTERMAN I																																	
							32	195	195	A	4.2	22	361	1302	558	233	628	230	372	362	299	177^	604	324	413	355	214	152^	LT	LT	61^	36^	
1	MON.	1.00A	30	NBC GV						B	3.8	19	326	1189	549	257	605	242	353	308	263	165	554	282	366	291	202	144	LT	LT	21	LT	
1	TU & W	12.30A	30																														
1	THU.	12.51A	30																														
2	M-W	12.30A	30																														
2	THU.	12.52A	30																														
DAVID LETTERMAN II																																	
1	MON.	1.30A	30	NBC GV			32	195	195	A	3.1	21	266	1286	568	206^	624	271	447	331	248	154^	647	383	425	290	211^184^	LT	LT	LT	LT		
1	TU & W	1.00A	30							B	2.8	18	241	1146	535	245	582	274	392	278	223	132	550	312	381	268	185	125	LT	LT	LT	LT	
1	THU.	1.21A	30																														
2	M-W	1.00A	30																														
2	THU.	1.22A	30																														
EYE ON HOLLYWOOD																																	
							30	75	70	A	1.5	7	129	736	356^170^	387^193^	240^170^	140^147^	256^ 86^	140^101^	170^ 93^	93^ 39^	LT	LT		LT	LT	LT	LT	LT	LT		
1	TUE.	12.01A	30	ABC GV						B	1.2	6	103	724	374	153	428	165	255	231	208	118	246	81	133	116	133	90	LT	LT	LT	LT	
1	WED.	12.31A	29																														
1	THU.	12.26A	30																														
1	FRI.	1.30A	31																														
2	TUE.	12.00M	31																														
2	WED.	12.31A	30																														
2	FRI.	1.30A	30																														
FRIDAY NIGHT VIDEOS																																	
							8	183	178	A	3.9	19	335	1415	613	221^	754	482	597	355^	234^119^	418	224^	245^164^	131^111^	207^ 84^	36^	15^					
										B	3.6	18	309	1207	574	245	629	379	511	329	204	86	350	199	259	211	117	61	192	68	36	LT	
		12.30 - 1.00								A	5.3	21	455	1354	663	317	744	386	573	447	318	121^	374	149^	169^195^	179^106^	199^ 87^	37^	17^				
		1.00 - 1.30								A	3.7	18	318	1403	526	182^	689	471	522	266^	187^117^	459	249^	271^139^	150^129^	223^ 72^	32^	LT					
		1.30 - 2.00								A	2.8	16	241	1510	630	78^	834	664	722	295^	124^112^	431^131^	336^133^	22^ 95^	199^ 91^	46^	LT						
G MICHAELS SPORTS MACHINE																																	
1	SUN.	12.00M	15	NBC SC			10	76	76	A	1.6	6	137	1007	562^263^	657^387^	387^438^	248^ 44^	350^ 88^	255^299^	247^ 51^	LT	LT		LT	LT	LT	LT	LT	LT	LT		
2	SUN.	12.05A	15							B	1.5	6	129	946	355	123	426	172	227	232	107	151	454	132	305	283	244	127	LT	LT	43	LT	
SATURDAY NIGHT																																	
							3	197	195	A	8.4	24	722	1476	532	270	607	350	490	324	220	94^	512	264	391	343	194	93^	270	68^	87^	69^	
1	SAT.	11.30P	82	NBC GV						B	8.8	25	756	1512	608	313	679	377	544	399	260	98	535	303	436	366	186	72	233	73	65	52	
2	SAT.	11.30P	78																														
		11.30 - 12.00								A	10.0	24	859	1607	600	278	702	390	567	407	275	111^	567	292	440	410	224	103^	279	86^	59^	40^	
		12.00 - 12.30								A	8.0	23	687	1415	523	288	553	334	457	287	183^ 81^	471	256	359	280	156^ 82^	295	66^	96^	82^			
		12.30 - 1.00								A	6.6	23	567	1326	408	221^	498	288	379	209^	168^ 89^	480	224^	341	316	193^101^	221^ 44^	127^	111^				



PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-M		
LATE FRINGE CONT'D																														
TONIGHT SHOW																														
1 MON.		12.00M	60	NBC	GV	37	200	199	A	7.3	23	627	1477	681 250	755 234	395 381	353 285	573 245	350 338	248 173	76^ 34^	73^ 51^								
1 TUEF		11.30P	60						B	7.2	23	618	1386	665 250	743 229	389 358	331 284	537 209	324 301	242 173	59 27	47 31								
1 THU.		11.51P	60																											
2 MTUWF		11.30P	60																											
2 THU.		11.52P	60																											
		11.30 - 12.00							A	8.3	23	713	1515	713 265	772 223	400 396	359 307	597 229	356 346	272 191	77^ 31^	69^ 65^								
		12.00 - 12.30							A	6.9	24	593	1420	648 242	721 231	378 347	334 272	554 252	335 326	227 165	83^ 39^	62^ 34^								
		12.30 - 1.00							A	6.2	27	533	1396	633 172	739 259	394 419	363 232	492 258	333 318	201 121^	38^ 28^	127 62^								
*WEEKDAY DAYTIME																														
ABC DAYTIME NEWSBRIEF-M-F																														
1 MON.		2.57P	2	ABC	N	40	202	202	A	7.8	26	670	1287	778 209	865 374	654 514	412 194	238 116	149 132	42^ 89^	71^ 52^	113 48^								
1 TU-F		2.58P	1						B	7.7	28	661	1271	799 220	899 424	653 548	370 208	234 120	145 117	43 87	62 53	76 24								
2 M-F		2.58P	1																											
ABC WORLD NEWS-MORN-615A																														
M-F		6.15A	15	ABC	N	40	127	125	A	1.7	18	146	1062	507 260^	521 LT	315^350^	363^171^	424^157^	287^295^	186^109v	48v LT	69v 69v								
									B	1.7	18	146	1067	553 277	563 154	386 421	336 132	390 127	280 284	207 90	50 LT	64 56								
ABC WORLD NEWS-MORN-645A																														
M-F		6.45A	15	ABC	N	40	173	173	A	2.6	17	223	1269	588 309	655 143^	430 391	409 206^	485 179^	301 310	202^148^	71v 22v	58v 58v								
									B	2.5	17	215	1278	631 352	710 195	452 428	407 222	443 157	287 285	204 138	55 29	70 47								
ALL MY CHILDREN																														
						40	211	211	A	7.8	26	670	1219	874 257	946 423	698 581	436 204	161 99	119 84^	36^ 42^	50^ 50^	62^ 19v								
M-F 1.00P - 1.30P 1.30 - 2.00																														
ALL STAR BLITZ																														
M-F		11.30A	30	ABC	QP	40	172	171	A	2.4	10	206	1311	681 223^	754 302^	510 447	335 233^	355 127^	179^199^	155^156^	66v 33v	136^ 53v								
									B	2.2	9	189	1201	671 249	778 336	515 405	300 245	285 86	141 165	133 117	42 LT	96 43								
AMERICAN TREASURY																														
M-F		3.58P	1	CBS	DO	24	198	197	A	5.9	18	507	1247	781 189	846 195	462 444	458 326	194 71^	106^ 71^	86^ 72^	131 75^	76^ 29v								
									B	5.5	17	472	1211	743 178	861 223	445 395	433 360	187 65	103 84	84 65	101 65	62 33								
ANOTHER WORLD																														
M-F		2.00P	60	NBC	DD	37	202	202	A	5.0	17	430	1384	884 113^	970 296	500 406	425 454	299 116^	132^107^	118^137^	49^ 39^	66^ 23v								
		2.00 - 2.30							B	4.6	17	395	1303	897 165	1001 326	541 444	417 438	213 83	98 73	78 97	33 25	56 16								
		2.30 - 3.00							A	5.1	18	438	1395	892 122^	982 304	516 425	437 449	308 126^	141^109^	118^138^	48^ 38^	57^ 20v								
									A	4.9	17	421	1349	864 97^	941 280	473 379	409 454	288 104^	122^103^	118^135^	50^ 40^	70^ 24v								
AS THE WORLD TURNS																														
M-F		1.30P	60	CBS	DD	45	205	205	A	6.3	21	541	1137	776 160	854 183	384 380	407 403	199 41^	51^ 53^	103^119^	39^ 22v	45^ 17v								
		2.00 - 2.30							B	6.2	22	533	1150	787 140	885 210	402 367	402 425	193 39	73 69	86 103	29 12	43 16								
									A	6.4	21	550	1156	802 165	869 181	385 387	419 415	210 48^	59^ 57^	108^121	37^ 24v	40^ 11v								
									A	6.2	21	533	1096	747 158	827 179	376 370	390 389	182 30v	40^ 45^	97^116^	38^ 20v	49^ 23v								
BODY LANGUAGE																														
M-F		4.00P	30	CBS	PV	45	92	93	A	2.0	6	172	1238	790 239^	860 232^	413 372^	431 372^	243^ 75v	105^134^	116^ 92v	41v LT	94v 58v								
									B	1.9	6	163	1285	777 186	849 203	411 384	385 370	271 82	157 146	126 88	47 LT	118 51								
CAPITOL																														
M-F		2.30P	30	GBS	DD	45	195	195	A	5.0	17	430	1070	732 191	819 181	414 402	442 349	137^ 22v	46^ 46^	79^ 75^	54^ 28v	60^ 28v								
									B	5.0	18	430	1119	750 153	871 234	450 382	423 368	162 44	85 65	77 67	38 16	48 20								
CBS EARLY MORNING NEWS																														
M-F		6.30A	30	CBS	N	45	137	137	A	1.6	15	137	1234	490 190^	548 44v	168^235^	286^313^	599 124^	226^235^	255^343^	58v LT	LT LT								
									B	1.6	16	137	1154	548 238	574 81	247 280	303 275	514 106	208 237	260 262	LT LT	42 LT								
CBS MORNING NEWS 1																														
M-F		7.30A	30	CBS	N	45	200	199	A	2.9	13	249	1305	659 141^	679 132^	225^252^	225^427	522 52v	124^122^	180^373	LT LT	96^ 76^								
									B	3.0	14	258	1330	702 242	725 176	353 354	323 340	510 59	154 150	216 336	26 LT	69 37								

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										PROG. TYPE		WK 1 WK 2			AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
																			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																																			
CBS MORNING NEWS 2										45	200	199	A	3.2	14	275	1276	639	97^	679	117^	233^	224^	268	411	502	117^	182^	152^	173^	306	19v	LT	76^	33v
M-F 8.30A 30 CBS N										99	99	B	3.2	14	275	1210	691	142	752	147	309	311	325	386	402	74	140	137	162	236	LT	LT	45	LT	
DAYS OF OUR LIVES										40	208	208	A	6.7	22	576	1425	826	164	929	351	529	382	353	380	362	126	155	140	143	168	56^	43^	78^	34^
M-F 1.00P 60 NBC DD										99	99	B	6.3	22	541	1395	885	216	982	355	563	468	396	385	303	102	149	123	123	130	41	33	69	19	
1.00 - 1.30												A	6.5	22	558	1410	817	167	911	336	508	368	352	384	373	127	161	138	146	175	45^	37^	81^	35^	
1.30 - 2.00												A	6.8	23	584	1452	842	160	961	373	560	402	360	382	354	124	150	142	145	162	63^	46^	74^	31^	
GENERAL HOSPITAL										40	208	208	A	9.4	29	807	1401	782	212	898	398	633	500	382	231	227	110	150	123	56^	77^	125	117	151	85
M-F 3.00P 60 ABC DD										99	99	B	9.0	30	773	1364	783	231	907	430	649	516	354	222	229	117	153	119	53	75	118	104	110	57	
3.00 - 3.30												A	9.1	30	782	1382	785	204	901	392	640	509	391	229	231	111	152	128	54	79^	104	96	146	85	
3.30 - 4.00												A	9.7	29	833	1405	770	215	886	400	624	489	370	230	216	104	144	116	59^	72^	146	137	157	82	
GOOD MORNING, AMERICA-730										40	207	207	A	5.2	24	447	1134	684	275	720	224	414	449	357	244	354	78^	172	182	195	152	36v	11v	24v	18v
M-F 7.30A 30 ABC N										99	99	B	4.9	23	421	1141	697	251	754	259	433	427	339	268	316	77	145	158	152	145	25	LT	46	28	
GOOD MORNING, AMERICA-830										40	205	205	A	5.9	25	507	1099	683	151	715	188	377	405	373	288	349	79^	124^	122^	191	203	21v	9v	14v	LT
M-F 8.30A 30 ABC N										99	99	B	5.4	24	464	1074	735	176	770	221	422	422	361	302	262	42	97	105	155	144	LT	LT	32	LT	
GUIDING LIGHT										45	206	206	A	6.7	21	576	1210	764	192	842	191	439	412	448	352	157	52^	80^	49^	71^	68^	146	71^	65^	31^
M-F 3.00P 60 CBS DD										99	99	B	6.5	21	558	1204	763	164	876	230	451	396	425	375	190	56	96	75	78	80	86	52	52	31	
3.00 - 3.30												A	6.5	21	558	1165	756	190	832	187	423	396	441	360	146	47^	70^	42^	68^	66^	132	62^	55^	27v	
3.30 - 4.00												A	7.0	21	601	1223	756	193	835	187	441	417	449	343	166	55^	87^	56^	73^	69^	155	78^	67^	31^	
LOVING										40	184	184	A	4.2	15	361	1194	802	249	883	346	642	574	449	202	200	80^	111^	103^	59^	84^	20v	20v	91^	58^
M-F 12.30P 30 ABC DD										94	94	B	4.2	16	361	1214	763	252	879	367	613	530	396	217	234	102	144	119	70	87	32	28	69	29	
NBC NEWS AT SUNRISE										40	190	189	A	2.4	18	206	1359	636	296^	680	97^	291^	446	398	234^	626	238^	340	407	300^	156^	53v	LT	LT	LT
M-F 6.30A 30 NBC N										97	97	B	2.4	18	206	1335	620	338	678	138	349	432	363	233	537	182	303	322	256	171	51	LT	69	34	
NBC NEWS DIGEST-DAYTIME										21	194	195	A	4.4	15	378	1344	803	93^	896	287	404	326	331	478	296	103^	126^	111^	127^	135^	75^	64^	77^	34v
MWF 2.57P 1 NBC N										96	96	B	4.1	15	352	1233	837	123	934	306	474	387	360	442	200	64	79	66	83	101	43	34	56	22	
NEWSBREAK-11.57										45	179	177	A	5.8	23	498	1291	663	145	759	209	414	357	332	318	342	107^	144	105^	131	181	32v	LT	158	27v
M-F 11.57A 2 CBS N										82	82	B	6.1	25	524	1287	707	168	811	247	437	372	326	345	333	87	150	128	142	168	30	13	113	14	
NEWSBREAK-3.44										40	207	206	A	7.0	21	601	1236	754	190	832	185	435	414	448	344	171	53^	87^	55^	76^	74^	157	81^	76^	38^
M-F 3.45P 1 CBS N										99	99	B	6.5	21	558	1186	741	173	851	216	436	385	418	367	177	53	88	70	76	75	102	63	56	30	
ONE LIFE TO LIVE										40	209	209	A	7.8	27	670	1281	795	210	879	370	651	525	432	199	238	112	144	130	43^	94^	57^	49^	107	49^
M-F 2.00P 60 ABC DD										99	99	B	7.6	27	653	1253	789	227	891	410	643	540	377	204	235	121	148	121	45	85	52	48	75	23	
2.00 - 2.30												A	7.5	26	644	1269	805	213	892	380	660	533	434	201	233	110	144	133	43^	89^	42^	42^	102	45^	
2.30 - 3.00												A	8.1	28	696	1276	779	206	865	364	643	517	427	193	238	113	145	129	42^	93^	66^	55^	107	51^	
PRESS YOUR LUCK										45	169	168	A	3.9	16	335	1376	799	121^	874	256	445	385	403	385	305	66^	150^	166^	173^	104^	24v	18v	173^	55^
M-F 10.30A 30 CBS QP										81	81	B	3.7	16	318	1264	744	122	852	254	407	354	355	401	253	57	137	139	138	91	23	LT	136	46	
PRICE IS RIGHT 1										45	209	208	A	5.9	24	507	1331	724	107^	786	195	426	377	381	335	345	120^	172	116^	139	154	38^	LT	162	39^
M-F 11.00A 30 CBS AP										99	99	B	5.9	25	507	1295	725	142	814	230	436	387	362	351	320	87	150	130	142	141	32	11	129	23	
PRICE IS RIGHT 2										45	209	208	A	7.6	31	653	1329	688	131	770	210	414	365	351	323	348	105	157	123	137	171	32^	8v	179	34^
M-F 11.30A 30 CBS AP										99	99	B	7.5	31	644	1287	715	156	802	230	420	370	342	353	329	83	142	128	141	163	27	12	129	20	
RYAN'S HOPE										40	170	169	A	3.3	12	283	1194	894	282	979	410	742	601	491	216^	144^	49v	56v	38v	53v	85^	LT	LT	57v	32v
M-F 12.00N 30 ABC DD										90	90	B	3.2	12	275	1208	848	287	968	430	696	552	433	234	161	51	87	81	69	70	23	21	56	28	
SALE OF THE CENTURY										39	154	155	A	4.3	18	369	1295	673	103^	762	203	323	268	263	412	323	84^	119^	92^	109^	190	53^	38v	157^	60^
M-F 10.30A 30 NBC QG										82	82	B	4.1	18	352	1210	644	128	779	212	338	284	279	420	262	72	104	102	90	141	47	27	122	37	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																
SANTA BARBARA						37	191	191	A	4.0	13	344	1291	781	82^	845	276	409	305	332	413	247	100^	111^	63^	81^128^	82^	50^	117^	73^		
M-F					3.00P	60	NBC	DD	B	3.6	12	309	1307	752	107	852	302	424	338	321	386	227	92	107	66	77	105	113	78	115	70	
					3.00 - 3.30				A	3.8	12	326	1267	794	89^	855	279	420	328	337	408	270	110^	128^	84^	89^132^	72^	37^	70^	31^		
					3.30 - 4.00				A	4.2	13	361	1294	762	75^	832	272	398	283	325	415	216	84^	86^	41^	71^122^	85^	57^	161^	113^		
SCRABBLE						40	200	200	A	5.2	21	447	1275	674	114^	821	210	349	253	286	450	306	112^	143^	83^	90^143^	40^	34^	108^	47^		
M-F					11.30A	30	NBC	QG	B	5.0	21	430	1249	684	119	835	246	361	287	290	434	269	82	108	85	76	146	34	19	111	39	
SEARCH FOR TOMORROW						40	151	151	A	2.8	10	241	1481	755	128^	884	221^	350	315	332	493	445	171^	196^194^	124^221^	24^	24^	128^	66^			
M-F					12.30P	30	NBC	DD	B	2.7	10	232	1300	732	145	837	252	341	325	310	463	331	101	126	128	107	179	31	29	101	45	
SUPER PASSWORD						40	147	147	A	3.8	14	326	1279	574	98^	757	114^	224	204	281	505	320	102^	153^	86^	126^160^	43^	43^	159^	111^		
M-F					12.00N	30	NBC	QG	B	3.6	14	309	1170	649	79	781	176	273	260	274	459	242	54	100	80	101	133	29	20	118	53	
THREE'S A CROWD DAYTIME						45	173	172	A	2.6	11	223	1390	786	202^	929	462	705	538	376	194^	359	139^	243^220^	135^111^	61^	31^	41^	23^			
M-F					11.00A	30	ABC	CS	B	2.5	11	215	1275	751	269	886	458	647	470	320	213	273	109	176	166	109	80	41	LT	75	28	
TODAY SHOW-7.30AM						40	204	204	A	5.0	23	430	1377	795	307	818	197	504	502	428	274	468	117^	275	288	271	147^	28^	14^	63^	38^	
M-F					7.30A	30	NBC	N	B	4.8	23	412	1359	753	303	791	207	462	481	397	276	427	109	218	216	208	166	49	26	92	55	
TODAY SHOW-8.30AM						40	204	204	A	5.2	22	447	1253	809	160	836	186	432	396	420	362	327	45^	152	190	186	130^	LT	LT	85^	58^	
M-F					8.30A	30	NBC	N	B	5.0	22	430	1237	798	179	842	209	423	402	395	365	318	66	132	145	134	154	17	LT	60	30	
\$25,000 PYRAMID						45	185	184	A	4.9	21	421	1323	780	159	859	198	408	360	427	406	308	69^	177	180	185	102^	20^	LT	136^	43^	
M-F					10.00A	30	CBS	QP	B	4.6	20	395	1260	746	145	840	184	389	355	407	416	300	74	169	175	164	101	20	LT	100	26	
WHEEL OF FORTUNE						40	208	208	A	7.1	29	610	1305	728	98^	887	197	348	288	304	489	292	82^	109	87^	79^189	48^	30^	108	56^		
M-F					11.00A	30	NBC	QG	B	6.9	29	593	1246	744	122	860	222	357	305	304	482	255	66^	87	80	74	154	33	20	98	36	
YOUNG AND THE RESTLESS						45	209	208	A	7.8	28	670	1251	856	176	912	287	547	484	460	320	219	82^	105	66^	84^	99	37^	29^	83^	18^	
M-F					12.30P	60	CBS	DD	B	7.6	29	653	1242	800	195	894	310	523	451	400	328	233	71	116	97	102	101	34	23	81	14	
					12.30 - 1.00				A	7.7	29	661	1233	829	180	879	281	528	460	443	313	220	79^	102	68^	87^102	38^	30^	96^	18^		
					1.00 - 1.30				A	7.9	28	679	1253	879	164	935	289	560	500	471	327	209	85^	106	60^	75^	92^	37^	29^	72^	18^	
YOUR NUMBER'S UP						44	127	127	A	2.1	9	180	1411	782	61^	810	167^	394	417	361^371	329^112^	112^115^	77^168^	LT	LT	272^	67^					
M-F					10.00A	30	NBC	QG	B	2.1	9	180	1157	666	92	734	196	353	345	287	338	236	74	102	100	87	105	29	LT	158	31	
WEEKEND DAYTIME																																
ABC FUN FIT-8:25AM						4	203	203	A	3.1	17	266	1368	139^	41^	139^	83^	94^	94^	30^	45^	98^	23^	23^	LT	30^	75^	LT	LT	1131	797	
SAT.					8.25A	4	ABC	CN	B	3.1	16	266	1483	164	98	246	123	168	147	97	59	190	78	115	110	57	70	87	18	960	631	
ABC FUN FIT-10:55AM						4	196	196	A	4.1	13	352	1679	265^	86^	321^165^	259^220^	123^	62^			267^142^	189^173^	47^	78^	375^136^	716	397				
SAT.					10.55A	4	ABC	CN	B	3.9	13	335	1819	264	112	302	175	224	173	91	71	336	207	260	211	53	76	408	135	773	422	
ABC WEEKEND SPECIALS						10	179	172	A	4.3	13	369	2144	553	195^	607	345^	521	471	193^	86^	431	364^	388	251^	67^	43^	365^191^	741	611		
SAT.					12.00N	30	ABC	FV	B	4.1	14	352	1693	410	151	464	243	350	317	149	97	315	196	244	197	92	69	278	182	636	455	
ALVIN AND THE CHIPMUNKS						10	197	197	A	8.4	28	722	1569	312	124^	361	206	312	174^	146^	49^	184^127^	127^	39^	38^	57^	204	176^	820	484		
SAT.					11.00A	30	NBC	CA	B	7.6	26	653	1721	299	96	337	210	260	161	86	70	210	147	161	92	38	44	274	178	900	533	
AMERICAN BANDSTAND						10	149	145	A	2.3	7	198	1641	404^177^	449^252^	333^308^	173^	95^				566^293^	394^352^	258^117^	328^247^	298^	196^					
SAT.					12.30P	60	ABC	PC	B	2.3	7	198	1573	486	185	529	307	385	340	189	95	453	281	353	264	145	81	227	175	364	229	
					12.30 - 1.00				A	2.3	7	198	1677	449^182^	520^273^	384^319^	196^121^					545^312^	424^308^	218^111^	339^222^	273^	207^					
					1.00 - 1.30				A	2.2	7	189	1624	365^175^	365^232^	281^302^	133^	63^				602^285^	375^412^	301^122^	318^280^	339^	191^					
BERENSTAIN BEARS						10	194	193	A	3.6	21	309	2239	242^210^	394^226^	300^217^	117^	78^			238^105^	146^100^	133^	68^	316^146^	1291	855					
SAT.					8.00A	30	CBS	CA	B	3.3	21	283	1787	212	100	256	125	191	161	97	56	195	79	116	105	73	74	186	72	1150	777	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
BUGS BUNNY/LOONEY TUNES-1						4	207	207	A	4.1	19	352	1403	158^ 73v	158^102^	110^110^	25v 48v	307^185^	185^142^	83v 74v	43v 43v	895	594										
SAT. 8.30A 30 ABC CA						99	99	B	4.0	18	344	1625	200 162	283 174	200 161	78 60	332 190	239 222	95 64	151 57	859	528											
BUGS BUNNY/LOONEY TUNES-2						4	207	207	A	5.3	21	455	1629	233^ 40v	233^145^	213^213^	88^ 20v	333 210^	248^172^	98^ 66v	155^ 48v	908	653										
SAT. 9.00A 30 ABC CA						99	99	B	5.4	21	464	1624	238 93	268 159	196 147	84 72	312 190	235 201	79 64	202 77	842	576											
CBS COLLEGE FOOTBALL PRE						9	187	179	A	4.9	14	421	1789	445 242^	449 193^	297^198^	175^124^	837 329	485 501	369 231^	151^ 99^	352	252^										
1 SAT. 2.30P 5 CBS SC						95	95	B	4.6	14	395	1535	410 182	449 194	286 216	150 151	692 290	434 442	275 195	138 63	256	145											
2 SAT. 1.30P 12																																	
CBS COLLEGE FOOTBALL						10	193	190	A	7.5	19	644	1516	402 206^	467 165^	254 170^	215 187^	814 224	418 450	396 312	99^ 28v	136^ 119^											
1 SAT. 2.35P 115 CBS SE						96	96	B	6.8	18	584	1424	390 145	437 143	220 184	185 189	763 217	404 426	351 298	105 23	119	79											
& 4.41P 87																																	
2 SAT. 1.42P 205																																	
1.30 - 2.00									A	6.3	18	541	2152	751 500	751 383^	553 264^	247^162^	1065 454^	652 584	432^284^	128^ 74v	208^ 131^											
2.00 - 2.30									A	7.7	21	661	1726	414 245^	544 263^	366^188^	193^157^	998 456	640 571	322^289^	64v LT	120^ 53v											
2.30 - 3.00									A	7.1	19	610	1598	341 180^	429 203^	277 131^	162^141^	862 288	478 490	384 301	124^ 64^	183^ 174^											
3.00 - 3.30									A	7.1	19	610	1611	432 219^	503 171^	284 218^	269 182^	844 250	445 483	417 319	103^ 44v	161^ 146^											
3.30 - 4.00									A	7.2	19	618	1545	445 239	521 166^	282 224	258 205^	813 244	447 476	363 292	82^ 14v	129^ 122^											
4.00 - 4.30									A	7.5	19	644	1320	411 230	468 141^	239 183^	238 203^	723 129^	321 391	399 296	93^ 14v	36v 36v											
4.30 - 5.00									A	8.0	20	687	1290	362 201	424 133^	238 176^	207 171^	742 149^	364 402	405 308	91^ 13v	33v 33v											
5.00 - 5.30									A	8.0	19	687	1339	327 138^	366 113^	153^102^	172^186^	724 120^	317 388	418 325	134^ 23v	115^ 104^											
5.30 - 6.00									A	8.5	18	730	1575	289^ 88v	320^ 55v	55v 46v	156^219^	777 137^	306^389	427 388	88v 32v	390 383^											
6.00 - 6.30									A	8.8	18	756	1545	574 151^	636 117^	229^237^	328^373	825 198^	334^388	454 403	41v 13v	43v LT											
CBS COLLEGE FOOTBALL POST						2	190	96	A	7.5	18	644	1207	369^188^	434 130^	272^233^	193^137^	869 136^	343^338^	323^239	77v LT	133v 33v											
2 SAT. 5.07P 13 CBS SC						98	98	B	5.5	14	472	1240	360 156	399 121	225 224	137 147	844 136^	343 338^	323 239	77v LT	133v 33v												
CBS NFL TODAY						10	195	197	A	9.2	26	790	1633	560 333	589 281	442 371	253 109^	887 395	588 570	405 219	81^ 17v	76^ 24v											
SUN. 12.30P 30 CBS SC						98	98	B	7.1	21	610	1557	483 247	523 220	344 294	212 143	844 319	579 569	413 202	111 8	79 25												
CBS NFL FOOTBALL GAME 1						10	206	208	A	21.0	47	1804	1417	411 208	456 147	267 248	220 157	816 271	500 489	425 246	80 25^	65^ 49^											
1 SUN. 1.00P 197 CBS SE						99	99	B	16.8	40	1443	1430	417 202	452 153	274 249	214 152	808 270	506 508	419 233	89 25	81 57												
2 SUN. 1.00P 194																																	
1.00 - 1.30									A	16.9	42	1452	1481	461 246	507 188	319 289	236 147	787 282	470 465	391 228	87^ 27^	100 62^											
1.30 - 2.00									A	21.2	49	1821	1445	444 208	483 160	292 272	236 159	809 284	487 478	409 240	74^ 12v	79 59^											
2.00 - 2.30									A	22.4	50	1924	1411	399 208	436 130	248 247	217 154	813 259	497 486	433 240	72 16v	90 67^											
2.30 - 3.00									A	22.0	49	1890	1409	412 221	448 165	282 254	200 140	828 254	494 487	435 263	72 17v	61^ 61^											
3.00 - 3.30									A	21.8	48	1873	1391	404 204	459 160	273 234	207 161	810 261	495 491	429 252	84 31^	38^ 29^											
3.30 - 4.00									A	22.3	48	1916	1395	381 191	432 116	237 230	229 160	833 280	527 511	441 247	89 34^	41^ 29^											
4.00 - 4.30									A	19.7	41	1692	1475	406 191	463 124	234 212	236 192	896 325	599 550	450 250	80 48^	36^ 25^											
CBS NFL FOOTBALL GAME 2						5	200	91	A	15.2	28	1306	1658	525 240	574 161^	352 318	310 186^	923 323	592 522	471 290	108^ 70^	53v 14v											
2 SUN. 4.20P 179 CBS SE						91	91	B	14.0	28	1203	1594	470 223	511 162	323 279	249 162	891 312	562 535	424 270	86 39	106 52												
4.00 - 4.30									A	11.2	22	962	1659	445 173^	481 116^	295 286	305 159^	1005 433	706 574	448 277	132^ 67v	41v 13v											
4.30 - 5.00									A	13.9	27	1194	1622	479 206^	500 130^	307 317	300 167^	957 393	633 516	435 293	110^ 65^	55v 12v											
5.00 - 5.30									A	14.6	28	1254	1668	460 248	512 165^	337 304	293 147^	924 340	584 494	444 309	181^136^	51v 15v											
5.30 - 6.00									A	14.9	28	1280	1707	511 254	563 159^	333 304	310 198^	971 351	626 529	485 309	102^ 50v	71^ 17v											
6.00 - 6.30									A	15.6	27	1340	1599	522 246	576 173^	377 335	312 159^	903 289	582 542	518 270	93^ 50v	27v LT											
6.30 - 7.00									A	15.7	26	1349	1566	547 232	595 168^	379 348	310 167^	892 266	575 541	525 267	43v 33v	36v LT											
7.00 - 7.30									A	18.9	31	1624	1849	669 248	739 170	382 364	355 307	893 274	529 507	438 314	114^ 84^	103^ 53^											
CBS NFL FOOTBALL POST						5	179	95	A	12.3	27	1057	1542	398 229^	471 133^	264 220^	219^184^	911 319	589 581	478 237^	100^ 51v	60v 27v											
1 SUN. 4.18P 20 CBS SC						95	95	B	10.3	23	885	1323	369 144	434 109	241 210	209 175	704 245	454 447	352 200	85 19	100 66												



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																		
CBS SPORTS SPECIAL-SAT.(S)										176		A	5.8	13	498	1367	555	234	631	215	348	333	315	248	582	39	262	274	330	269	108	LT	46	46
2 SAT. 5.20P 40 CBS SC										90		A	6.2	14	533	1310	505	231	556	223	336	324	273	182	565	41	265	276	324	248	131	LT	58	58
5.00 - 5.30												A	5.6	12	481	1395	578	237	663	214	353	339	332	275	592	41	262	272	330	279	99	LT	41	41
5.30 - 6.00																																		
CBS STORYBREAK										8 203 201		A	4.7	15	404	2542	298	305	605	363	485	267	166	102	374	89	226	216	234	100	448	232	1115	627
SAT. 11.00A 30 CBS CL										98 98		B	4.8	16	412	2098	341	201	481	313	390	244	113	84	273	153	212	172	95	36	365	122	979	648
CFA COLLEGE FOOTBALL-PRE										10 179 171		A	3.3	9	283	1527	311	81	420	173	272	183	156	134	804	258	436	479	382	242	194	162	109	109
1 SAT. 3.00P 23 ABC SC										89 86		B	2.9	9	249	1419	334	121	413	165	248	194	186	145	673	267	413	396	299	195	114	60	219	143
2 SAT. 3.00P 26																																		
CFA COLLEGE FOOTBALL GAME										10 205 204		A	8.9	21	765	1418	377	148	466	211	307	192	178	150	811	238	433	444	403	310	96	35	45	31
1 SAT. 3.23P 197 ABC SE										99 97		B	6.6	17	567	1336	365	143	423	144	231	183	187	172	770	223	402	403	380	304	65	17	78	56
2 SAT. 3.26P 186																																		
3.00 - 3.30												A	5.9	16	507	1533	285	74	468	190	288	124	192	154	730	166	348	378	340	307	213	169	122	122
3.30 - 4.00												A	7.3	19	627	1364	299	96	383	169	266	181	146	110	785	234	413	396	369	298	132	84	64	60
4.00 - 4.30												A	8.9	23	765	1435	374	140	458	229	326	207	165	123	828	252	435	436	394	324	106	69	43	17
4.30 - 5.00												A	9.6	24	825	1515	432	151	520	250	358	212	193	153	830	242	427	453	437	324	138	73	27	13
5.00 - 5.30												A	8.8	21	756	1392	368	156	489	240	323	197	186	152	795	226	411	454	412	314	72	LT	36	23
5.30 - 6.00												A	9.6	21	825	1417	346	151	436	200	287	181	177	137	805	235	444	454	408	308	117	LT	59	42
6.00 - 6.30												A	9.8	19	842	1414	419	187	493	184	292	177	200	201	848	249	475	472	408	307	35	LT	38	22
6.30 - 7.00												A	9.6	19	825	1358	464	194	589	178	259	217	227	287	708	213	376	382	366	278	LT	LT	61	39
CFA COLLEGE FOOTBALL POST										9 205 203		A	8.2	16	704	1405	532	229	600	230	319	213	243	257	784	269	426	440	372	269	LT	LT	21	18
1 SAT. 6.40P 20 ABC SC										99 96		B	5.2	13	533	1443	491	184	537	144	257	213	253	258	778	274	410	394	334	291	39	LT	89	37
2 SAT. 6.32P 28																																		
CHARLIE BROWN&SNOOPY SHOW										8 135 135		A	3.7	11	318	2123	403	236	484	312	399	244	119	66	459	253	306	221	184	100	440	213	740	507
SAT. 12.30P 30 CBS CA										68 68		B	3.9	12	335	1800	403	208	450	270	333	254	122	85	369	229	295	164	115	50	290	134	691	433
DROIDS: ADVENTURES										4 210 210		A	4.7	16	404	1599	244	62	321	225	259	185	52	62	271	147	175	149	28	96	314	114	693	406
SAT. 10.00A 30 ABC CA										99 99		B	4.6	16	395	1738	240	106	289	171	193	136	74	85	370	256	287	257	43	83	318	108	761	436
DUNGEONS AND DRAGONS										8 186 164		A	3.5	11	301	2040	312	302	465	244	387	279	180	78	223	68	164	190	139	33	351	160	1001	599
SAT. 11.30A 30 CBS CA										93 78		B	4.2	14	361	1882	348	233	465	275	358	235	143	107	275	177	239	213	87	15	367	115	775	517
EWOKS										4 210 210		A	5.0	18	430	1753	228	40	244	168	223	223	76	21	333	259	291	156	32	42	211	111	965	681
SAT. 9.30A 30 ABC CA										99 99		B	5.0	18	430	1856	233	62	258	156	195	156	78	63	334	273	293	226	20	41	253	125	1011	636
FACE THE NATION										9 133 126		A	3.1	10	266	1079	467	94	467	26	161	188	229	279	586	270	338	312	173	176	26	LT	LT	LT
SUN. 10.30A 30 CBS CC										85 84		B	2.9	9	249	1105	537	165	587	128	257	250	270	284	486	152	276	260	219	184	25	LT	LT	LT
GET ALONG GANG										8 118 115		A	3.5	10	301	1797	424	109	431	368	368	203	33	43	259	149	189	226	83	27	157	103	950	582
SAT. 1.00P 30 CBS CA										59 57		B	3.9	12	335	1780	400	161	454	340	377	242	76	41	260	126	197	186	105	33	282	168	784	500
GUMMI BEARS										10 198 198		A	5.4	25	464	1821	245	115	297	173	224	162	111	73	116	43	69	85	42	31	192	19	1216	813
SAT. 8.30A 30 NBC CA										98 98		B	4.9	23	421	1780	210	54	239	120	157	105	78	71	140	59	87	82	55	37	164	73	1237	854
IN THE NEWS-11.56AM										8 185 164		A	3.5	11	301	1900	309	252	372	226	304	211	114	68	226	63	143	192	146	34	295	132	1007	549
SAT. 11.56A 3 CBS CN										93 78		B	4.0	14	344	1811	354	192	434	270	327	206	115	107	275	178	237	206	85	16	318	95	784	503
IN THE NEWS-12.26PM										8 160 141		A	2.9	9	249	2325	470	137	470	205	289	249	205	121	535	326	358	282	193	109	437	228	883	671
SAT. 12.26P 3 CBS CN										82 68		B	3.3	11	283	1951	495	263	587	357	451	300	172	107	349	203	263	170	115	6	307	172	708	462
IN THE NEWS-12.56PM										8 134 135		A	3.5	10	301	2100	431	262	527	359	437	281	118	63	476	256	310	224	197	124	339	166	758	550
SAT. 12.56P 3 CBS CN										68 68		B	3.9	12	335	1737	393	200	441	271	330	252	111	76	372	233	294	164	111	55	266	127	658	416

PROGRAM NAME										J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-34			35-54	55+	TOTAL	18-34	MEN 18-34			35-54	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS- 1.26PM						8	118	115	A	3.6	10	309	1845	439	110v	439	369^	369^	188^	39v	44v	291^	175^	210^	255^	87v	29v	156^	100v	959	625		
SAT. 1.26P 3 CBS CN						59	57	B	4.0	13	344	1790	367	144	426	324	347	208	63	43	270	143	206	193	97	34	296	183	798	511			
IT'S PUNKY BREWSTER						10	199	199	A	8.0	26	687	1630	408	141^	463	318	400	235	113^	63^	168^	98^	132^	83^	52^	36v	170^	103^	829	490		
SAT. 10.30A 30 NBC CA						97	97	B	7.3	26	627	1655	320	132	348	223	276	177	95	50	164	103	121	74	40	35	233	161	910	514			
KAPALUA GOLF(S)						178			A	3.3	8	283	1463	591^	96v	591^	107v	301^	290^	289^	269^	512^	95v	149v	220v	167v	275^	52v	49v	308^	184v		
1 SAT. 3.30P 166 NBC SE						94			A	3.1	8	266	1718	713^	165v	713^	172v	405^	361^	342^	273^	579^	75v	215v	297^	222v	282^	102v	102v	324^	192v		
3.30 - 4.00									A	2.7	7	232	1375	539^	108v	539^	152v	255v	194v	180v	284v	435^	61v	160v	202v	141v	233v	73v	73v	328^	195v		
4.00 - 4.30									A	2.8	7	241	1465	573^	108v	573^	149v	283v	220v	208v	290v	466^	63v	113v	183v	120v	283v	24v	24v	402^	257v		
4.30 - 5.00									A	2.9	7	249	1498	547^	28v	547^	64v	289^	318^	330^	229v	557^	100v	100v	224v	151v	333^	32v	32v	362^	226v		
5.00 - 5.30									A	3.9	8	335	1263	535^	LT	535^	56v	290^	290^	293^	245^	521^	149v	149v	212^	157v	250^	33v	33v	174v	89v		
5.30 - 6.00									A	5.2	10	447	1548	642	182^	642	49v	268^	337^	378^	305^	522^	118v	155^	197^	212^	286^	75v	47v	309^	170^		
6.00 - 6.30																																	
KIDD VIDEO						10	174	172	A	6.5	21	558	1742	312	116^	374	256	348	193^	92^	26v	256	188^	188^	66^	68^	68^	222^	222^	890	590		
SAT. 11.30A 30 NBC CA						94	93	B	5.9	20	507	1890	347	131	382	242	299	185	91	78	282	212	227	108	53	47	224	180	952	612			
LAND OF THE LOST						8	161	141	A	3.2	10	275	2520	511	146^	660	390^	458^	305^	207^	111v	550	336^	373^	274^	196^	124v	401^	162^	909	685		
SAT. 12.00N 30 CBS CL						82	68	B	3.6	12	309	2069	508	259	635	400	489	321	175	113	364	223	285	180	114	64	299	143	771	517			
LITTLES						9	193	190	A	4.6	15	395	1699	378	64v	418	253^	364	286^	111^	54v	213^	155^	187^	144^	32v	26v	316^	177^	752	477		
SAT. 11.30A 30 ABC CA						93	91	B	4.2	14	361	1535	329	106	366	184	257	224	115	93	232	132	174	126	66	58	236	159	701	420			
MEET THE PRESS						8	137	150	A	2.4	8	206	1388	563^	223^	573^	101v	224^	286^	292^	287^	431^	155v	194^	171^	175^	237^	165v	24v	219^	38v		
1 SUN. 11.30A 60 NBC CC						89	89	B	2.1	7	180	1376	564	248	599	139	258	272	273	299	588	163	262	253	235	304	67	LT	122	46			
2 SUN. 12.00N 30								A	2.2	7	189	1212^	418^	180v	418^	LT	207^	255v	313v	163v	418^	164v	164v	85v	212v	254v	334v	64v	42v	42v			
11.30 - 12.00								A	2.6	8	223	1413	597^	238^	619	139v	215^	287^	274^	332^	423^	145v	202^	202^	156^	221^	89v	LT	282^	36v			
12.00 - 12.30																																	
MR. T						10	162	159	A	5.4	17	464	2032	288^	113^	368	238^	341	197^	103^	27v	168^	134^	134^	79^	34v	34v	348	159^	1148	707		
SAT. 12.00N 30 NBC CA						89	89	B	4.7	16	404	1773	318	122	345	204	264	189	94	69	198	147	163	79	32	34	280	116	950	569			
MUPPET BABIES & MONSTERS						10	205	204	A	6.2	23	533	2231	410	240^	491	279	419	326	165^	65^	125^	36v	96^	100^	89^	9v	335	170^	1280	827		
SAT. 9.00A 60 CBS CA						98	98	B	5.6	21	481	1993	342	126	391	225	319	251	124	64	186	94	146	138	74	32	241	108	1175	709			
9.00 - 9.30								A	5.8	23	498	2124	458	257^	527	321	451	321	149^	76^	81^	15v	59v	55v	66v	11v	251^	153^	1265	841			
9.30 - 10.00								A	6.6	24	567	2317	366	224^	456	241	389	329	176^	58v	167^	58v	132^	137^	109^	12v	402	184^	1292	820			
NFL '85-NBC SUN.						10	195	201	A	4.7	13	404	1866	702	303^	799	252^	445	388	364	295^	754	298^	487	521	379	155^	90^	LT	223^	149^		
12.30P 30 NBC SC						98	99	B	5.0	15	430	1736	638	290	712	271	431	341	304	229	844	340	561	531	396	193	99	16	81	52			
NFL FOOTBALL GAME 1-NBC						10	197	208	A	10.5	23	902	1613	477	250	516	171	314	300	232	173	920	283	575	579	469	247	89^	70^	88^	58^		
1 SUN. 1.00P 193 NBC SE						81	99	B	11.2	26	962	1565	480	228	509	193	312	278	219	163	885	337	583	562	410	243	92	33	79	46			
2 SUN. 1.00P 213									A	7.6	19	653	1608	492	295	529	146^	326	338	277	156^	913	233	566	656	538	214	83^	73^	83^	35v		
1.00 - 1.30								A	9.5	22	816	1692	484	295	523	154^	323	303	257	164^	950	278	608	634	523	236	76^	63^	143^	101^			
1.30 - 2.00								A	9.9	22	850	1559	488	279	528	134^	310	293	268	189	934	279	581	604	489	243	51^	43^	46^	32v			
2.00 - 2.30								A	10.6	24	911	1636	498	254	533	177	321	312	243	180	995	340	638	638	485	242	58^	43^	50^	22v			
2.30 - 3.00								A	11.4	25	979	1623	450	198	490	177	273	269	198	185	883	277	529	513	426	260	163	124^	87^	68^			
3.00 - 3.30								A	11.8	25	1014	1609	482	239	529	188	330	319	225	173	880	264	539	525	437	262	146	110^	54^	32v			
3.30 - 4.00								A	11.8	24	1014	1699	493	249	529	216	354	311	197	172	958	311	606	600	448	265	63^	34^	149	110^			
4.00 - 4.30								A	12.1	24	1039	1621	432	171^	451	175^	290	271	164^	161^	885	269	606	548	431	245^	20v	20v	265	183^			
4.30 - 5.00																																	
NFL FOOTBALL GAME 2-NBC						5	211		A	16.6	32	1426	1492	415	152^	461	155^	264	246	201	187^	801	237	489	483	403	270	129^	20v	101^	77^		
1 SUN. 4.19P 182 NBC SE						98		B	15.5	31	1331	1633	477	226	539	203	332	299	248	170	893	300	563	553	441	265	97	20	104	70			
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSEWOM.	TOTAL	18- 34	18- 49
WEEKEND DAYTIME CONT'D																																
NFL FOOTBALL GAME -CONT'D																																
		4.00 - 4.30						A	11.4	25	979	1577	435	163^	479	184^	285	262^	191^	176^	831	227^	416	484	403	336	148^	48^	119^	108^		
		4.30 - 5.00						A	14.0	32	1203	1519	388	165^	428	167^	281	257	167^	147^	846	278	492	460	390	302	136^	25^	109^	92^		
		5.00 - 5.30						A	16.3	36	1426	1473	365	137^	398	126^	213	199	163^	179^	864	243	526	523	467	299	133^	LT	78^	61^		
		5.30 - 6.00						A	16.6	33	1426	1405	372	164^	426	128^	218	201	201	196	794	207	472	476	432	284	104^	LT	81^	64^		
		6.00 - 6.30						A	17.5	32	1503	1409	409	145^	463	125^	239	238	236	212	784	238	500	505	389	239	108^	LT	54^	54^		
		6.30 - 7.00						A	18.0	31	1546	1422	409	124^	443	138^	242	248	204	180	798	249	499	495	372	263	115^	3^	66^	56^		
		7.00 - 7.30						A	19.1	31	1641	1834	589	186	657	272	444	351	275	207	711	236	471	418	329	214	215	112^	251	155^		
NFL FOOTBALL POST-NBC(B)																																
		2 SUN.	4.41P	17	NBC SC		89	A	3.3	7	309	1259	444^	143^	460^	110^	291^	291^	259^	169^	632^	226^	447^	404^	295^	117^	38^	19^	129^	81^		
ONE TO GROW ON-8:28AM																																
		SAT.	8.28A	2	NBC CN	96	96	A	4.6	25	395	1861	216^	111^	269^	184^	242^	192^	71^	27^	160^	74^	102^	124^	50^	36^	290^	107^	1142	733		
								B	4.1	24	352	1714	184	57	232	131	162	101	56	64	162	81	105	99	57	35	176	84	1144	766		
ONE TO GROW ON-8:58AM																																
		SAT.	8.58A	2	NBC CN	98	98	A	5.8	25	498	1751	258^	102^	303	168^	217^	161^	121^	86^	123^	41^	63^	79^	38^	44^	191^	18^	1134	735		
								B	5.4	25	464	1781	246	56	275	130	175	118	104	82	151	64	92	86	57	41	173	75	1182	806		
ONE TO GROW ON-10:28AM																																
		SAT.	10.28A	2	NBC CN	99	99	A	8.5	28	730	1601	335	135^	418	220	359	309	170^	59^	231	163^	205	109^	68^	26^	106^	LT	846	469		
								B	8.0	28	687	1627	282	100	331	204	267	204	106	44	158	104	125	90	42	23	218	140	920	501		
ONE TO GROW ON-11:28AM																																
		SAT.	11.28A	2	NBC CN	98	98	A	8.4	28	722	1582	294	132^	349	191	302	171^	143^	47^	176^	127^	127^	42^	33^	49^	191	159^	866	526		
								B	7.6	26	653	1706	285	98	333	208	259	157	85	67	196	135	149	87	37	41	290	178	887	547		
ONE TO GROW ON-11:58AM																																
						10	174	A	5.8	19	498	1733	328	131^	407	270^	379	222^	109^	28^	267^	198^	198^	65^	69^	69^	207^	207^	852	564		
SAT. 11.58A 2 NBC CN 93 93																																
						93	93	B	5.4	19	464	1871	347	126	383	241	299	189	98	78	309	239	258	103	55	47	265	154	914	585		
PBA FALL TOUR SAT. 2.00P 90 NBC SE 4 139 148																																
						4	139	A	4.1	11	352	1318	597	188^	597	157^	355^	322^	258^	238^	426	28^	156^	182^	224^	224^	99^	45^	198^	164^		
						81	85	B	3.9	11	335	1347	596	189	636	176	314	297	226	308	489	124	241	226	179	225	65	31	157	137		
		2.00 - 2.30						A	3.7	10	318	1186	487	47^	491	67^	259^	215^	280^	232^	356^	LT	95^	117^	170^	239^	106^	56^	233^	201^		
		2.30 - 3.00						A	4.2	11	361	1355	631	235^	631	188^	390	351^	278^	241^	441	57^	174^	169^	209^	231^	109^	36^	174^	142^		
		3.00 - 3.30						A	4.3	12	369	1431	677	268^	677	213^	419	396	231^	249^	470	13^	186^	246^	281^	211^	88^	49^	196^	160^		
POLE POSITION 7 109																																
		1 SAT.	1.30P	30	CBS CA	53	53	A	3.4	10	292	3216	248^	97^	248^	248^	248^	58^	LT	LT	393^	219^	312^	312^	135^	81^	508^	187^	2087	1759		
								B	3.1	10	266	1828	317	124	338	214	239	179	80	55	287	148	221	189	112	47	313	147	890	606		
ROCK N WRESTLING 9 206 203																																
		SAT.	10.00A	60	CBS CA	99	99	A	6.2	21	533	2265	302	181^	383	184^	279	229^	136^	88^	278	106^	165^	170^	132^	86^	381	229^	1223	756		
		10.00 - 10.30						B	5.6	20	481	1937	318	113	358	198	271	204	118	75	234	106	161	151	93	52	338	140	1007	670		
		10.30 - 11.00						A	6.0	20	515	2307	285	198^	367	196^	277	235^	122^	72^	274	108^	166^	168^	127^	81^	356	208^	1310	812		
								A	6.3	21	541	2253	314	169^	392	169^	280	227^	149^	99^	288	108^	171^	176^	135^	92^	413	257	1160	711		
SCOOPY'S MYSTERY FUNHOUSE 4 203 203																																
		SAT.	8.00A	30	ABC CA	98	98	A	2.6	15	223	1480	188^	54^	188^	111^	120^	120^	27^	68^	103^	23^	23^	LT	40^	80^	LT	LT	1189	856		
								B	2.8	16	241	1472	183	89	266	135	172	150	85	77	201	81	119	113	60	78	85	23	920	616		
SMURFS I 10 202 202																																
		SAT.	9.00A	30	NBC CA	99	99	A	6.3	25	541	1725	271	65^	332	225^	271	193^	98^	61^	192^	119^	148^	110^	29^	44^	229^	LT	972	581		
								B	6.2	25	533	1631	267	62	289	162	207	154	99	65	188	92	123	109	52	56	207	98	947	580		
SMURFS II 10 201 202																																
		SAT.	9.30A	30	NBC CA	99	99	A	7.4	27	636	1681	312	92^	378	193^	303	251	172^	75^	206^	128^	160^	128^	44^	46^	207^	14^	890	517		
								B	7.6	28	653	1632	278	80	310	168	222	178	101	72	191	101	128	111	49	54	219	118	912	558		
SMURFS III 10 201 202																																
		SAT.	10.00A	30	NBC CA	99	99	A	9.0	31	773	1693	392	142^	476	263	415	328	183	61^	244	168^	210	110^	64^	34^	122^	LT	851	492		
								B	8.7	31	747	1636	294	98	334	197	262	198	108	55	167	100	122	90	47	33	223	144	912	510		
SNORKS 10 195 195																																
		SAT.	8.00A	30	NBC CA	97	97	A	3.4	20	292	1736	223^	106^	250^	151^	219^	191^	82^	31^	193^	80^	104^	144^	64^	49^	245^	82^	1048	664		
								B	3.1	19	266	1658	185	51	224	118	148	96	56	68	156	71	89	88	56	40	168	75	1110	754		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
SPIDERMAN AND FRIENDS						9	138	135	A	4.9	15	421	2026	273^119^	363	217^	286^136^	110^ 77^	197^ 69^	69^ 57^	128^111^	259^144^	1207	707									
SAT. 12.30P 30 NBC CA						78	76	B	4.0	13	344	1756	280 170	343	141	223	167	152 109	183	93	114 109	86 55	288	125	942	537							
SPORTSBEAT						5	80	A	.9	2	77	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT							
1 SUN. 12.30P 30 ABC SC						54		B	.8	2	69	690	196 LT	255	153	153	LT LT	LT 102	346	LT	159 166	270 180	LT LT	LT LT	LT LT	LT LT							
SUNDAY MORNING						9	171	171	A	5.2	20	447	1257	568 196^	604	78^	239^262^	296^324	604	215^	383 343	246^176^	22^ LT	27^ LT	LT	LT							
SUN. 9.00A 90 CBS N						96	96	B	4.9	19	421	1327	622 235	699	146	313 309	338 333	462	133	253 244	195 181	42 LT	124 71	LT	LT								
9.00 - 9.30								A	4.1	18	352	1344	574 201^	608	88^	221^250^	267^358^	679	230^	454 400	270^199^	28^ LT	29^ 29^	LT	LT								
9.30 - 10.00								A	5.6	21	481	1324	613 218^	633	49^	247^300	351 333	634	221^	404 351	260^178^	40^ LT	17^ LT	LT	LT								
10.00 - 10.30								A	5.7	21	490	1165	540 171^	585	98^	246^241^	271^299	546	204^	327 308	233^164^	LT LT	34^ LT	LT	LT								
SUPERPOWERS TEAM						4	196	196	A	4.4	14	378	1664	256^ 82^	296^148^	233^210^	105^ 63^	273^142^	181^161^	39^ 92^	380 127^	715 397											
SAT. 10.30A 30 ABC CA						96	96	B	4.2	14	361	1816	255 112	285	158	202 169	87 72	338	206	251 205	52 87	407 122	786 430										
13 GHOSTS OF SCOOPY-DOO						4	194	195	A	4.6	15	395	1830	299^107^	372	277^	339^264^	62^ 33^	291^181^	268^227^	87^ 23^	362 154^	805 481										
SAT. 11.00A 30 ABC CA						94	95	B	4.1	14	352	1728	237 104	282	185	220 177	68 48	329	201	272 213	71 57	335 128	782 470										
THIS WEEK-DAVID BRINKLEY						7	191	191	A	3.8	11	326	1064	460 60^	524	37^	129^199^	254^306^	504	93^	135^177^	214^320^	LT LT	30^ 30^									
SUN. 11.30A 60 ABC N						98	98	B	3.8	11	326	1230	483 107	536	82	130 149	167 349	586	113	226 252	271 312	29 LT	79 52										
11.30 - 12.00								A	3.7	11	318	978	430 91^	481	63^	110^157^	189^299^	497	97^	186^174^	230^311^	LT LT	LT LT	LT	LT								
12.00 - 12.30								A	3.8	11	326	1163	494 34^	570	LT	147^240^	319^318^	519	89^	89^187^	202^332^	LT LT	61^ 61^										
WUZZLES						10	200	197	A	4.6	21	395	2035	337^208^	395	218^	309^309^	114^ 86^	116^ 25^	72^ 47^	91^ 44^	295^139^	1229 765										
SAT. 8.30A 30 CBS CA						97	96	B	4.3	21	369	1834	250 99	278	159	211 174	75 66	161	60	102 97	66 59	209 76	1186 753										



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 11, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		16,320 19.0		32,810 38.2											
	ABC TV		{		12,460		17,090											
	AVERAGE AUDIENCE (Households (000) & %)		{		14.5		19.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21		32											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		19,160 22.3		19,330 22.5		18,900 22.0		16,580 19.3							
	CBS TV		{		15,460		17,180		17,180		12,970							
	AVERAGE AUDIENCE (Households (000) & %)		{		18.0		20.0		20.0		15.1		15.4*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		25		27		27		23		22 *					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		19,240 22.4		26,800 31.2											
	NBC TV		{		14,350		20,010											
	AVERAGE AUDIENCE (Households (000) & %)		{		16.7		23.3		22.0*		23.3*		24.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		23		33		30 *		32 *		35 *					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		11,850		16,660											
	ABC TV		{		13.8		19.4		17.2*		20.2*		20.6*					
	AVERAGE AUDIENCE (Households (000) & %)		{		20		29		23 *		27 *		29 *					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13.1		16.3		18.1		19.5		20.8					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		20,790 24.2		27,750 32.3											
	CBS TV		{		15,980		20,100											
	AVERAGE AUDIENCE (Households (000) & %)		{		18.6		23.4		23.1*		23.6*		24.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26		34		31 *		32 *		35 *					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		26,540 30.9		16,410 19.1											
	NBC TV		{		16,490		11,850											
	AVERAGE AUDIENCE (Households (000) & %)		{		19.2		13.8		18.9*		18.9*		14.1*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26		21		26 *		26 *		21 *					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	65.9	67.9	67.5	68.0	69.9	70.7	71.7	72.6	73.5	74.4	73.0	72.8	69.6	67.4	64.9	62.5
		WK. 2	65.9	67.2	68.1	69.7	70.2	71.8	73.0	74.1	73.3	73.5	73.2	72.2	68.5	66.8	63.5	60.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE MON NOV 18 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.12, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. NOV.19, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.13, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,120 21.1				27,750 32.3							
	ABC TV						INSIDERS (SD)						DYNASTY (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						13,310 15.5	14.9*		16.2*	20,790 24.2	24.1*		24.9*		24.2*		23.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.6	23* 15.2		24* 15.5	37 23.4	35* 24.7		36* 25.0		37* 24.8	23.9	38* 23.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,740 16.0				12,110 14.1		11,000 12.8		14,520 16.9			
	CBS TV						NORTH BEACH & RAWHIDE PT2 (SD)					CHARLIE & COMPANY	GEORGE BURNS COMEDY (SUS-SD)		EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)						9,790 11.4	11.7*		11.1*	10,220 11.9		9,530 11.1		11,600 13.5	13.5*		13.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 12.0	18* 11.4		16* 11.3	17 11.0	17 12.2	16 10.9		21 13.5	20* 13.5	22* 13.6	22* 13.2
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						21,220 24.7				16,150 18.8				14,350 16.7			
	NBC TV						HIGHWAY TO HEAVEN (SD)					HELL TOWN			ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)						18,920 19.7	19.1*		20.3*	12,480 14.5	14.1*		14.8*	11,340 13.2	13.1*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 18.3	20* 18.9		20* 20.4	21 14.0	21* 14.1		22* 14.7	21 13.0	20* 13.2	22* 13.6	22* 13.0
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,750 18.3				28,450 27.3				21,800 25.8			
	ABC TV						INSIDERS (SD)						DYNASTY (SD)		DYNASTY II: COLBY'S SPEC.			
	AVERAGE AUDIENCE (Households (000) & %)						11,600 13.5	12.9*		14.1*	19,240 22.4	21.6*		23.2*	19,160 22.3	23.0*		21.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 12.6	20* 13.2		21* 13.5	32 21.1	31* 22.0		33* 22.9	36 23.5	35* 23.3	36* 22.1	36* 21.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						19,500 22.7								12,710 14.8			
	CBS TV						CBS SPECIAL MOVIE PRESENT LOST IN LONDON (SUS-SD)(SD)								EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)						11,170 13.0	12.5*		13.1*		13.2*		13.1*	10,140 11.8	11.5*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 12.2	19* 12.9		19* 13.1		19* 13.0		19* 13.2	19 11.3	18* 11.7	20* 12.3	20* 11.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						21,820 25.4				14,690 17.1				14,690 17.1			
	NBC TV						HIGHWAY TO HEAVEN (SD)					HELL TOWN (SD)			ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)						17,780 20.7	20.3*		21.1*	11,340 13.2	13.0*		13.4*	11,770 13.7	14.1*		13.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 20.0	31* 20.6		31* 21.1	19 13.2	19* 12.8		19* 13.0	22 14.1	22* 14.0	22* 13.4	22* 13.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.0	63.2	63.3	64.3	64.6	66.2	67.9	68.5	67.8	68.9	68.6	68.6	66.7	65.1	62.9	60.7
		WK. 2	62.4	64.0	64.3	65.1	65.6	66.6	67.5	69.2	69.8	69.6	69.9	69.8	66.0	64.4	61.7	58.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. NOV.20, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.14, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	13,310 15.5 (1) (SUS) (-OP)															
	ABC TV	14,000 16.3 20/20 (10:20-11:20PM) (OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	5,930 6.9 10 6.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.1* 9* 6.5 5.8 6.8 7.1 6.8 7.2 8.1 12.0 12.9 11.8															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,470 21.5 (2) (SUS) (-OP)															
	CBS TV	21,480 25.0 MAGNUM, P.I. (8:21-9:21PM) (SD)(OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	16,410 19.1 29 17.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18.3* 28* 18.8 21.0 20.7 20.7 21.4															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	30,840 35.9 (3) (SUS) (-OP)															
	NBC TV	27,750 32.3 BILL COSBY SHOW (8:21-9:51PM) (OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	21,220 24.7 37 17.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22* 43 29.9 29.8 25.1 24.8 21.4															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	27,400 31.9 (4) (SUS) (-OP)															
	ABC TV	25,430 29.6 43 17.0															
	AVERAGE AUDIENCE (Households (000) & %)	21,220 24.7 37 17.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22* 43 29.9 29.8 25.1 24.8 21.4															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	4,900 5.7 (5) (SUS) (-OP)															
	ABC TV	9,360 10.7 17 11.5															
	AVERAGE AUDIENCE (Households (000) & %)	10,7* 16* 11.5 11.7 10.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11.0* 18* 10.4															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	17,350 20.2 (6) (SUS) (-OP)															
	CBS TV	20,870 24.3 SIMON & SIMON (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	17,090 19.9 32 18.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19.4* 30* 20.2 20.7 20.1															
W E E K 7	TOTAL AUDIENCE (Households (000) & %)	33,500 39.0 (7) (SUS) (-OP)															
	NBC TV	30,150 35.1 BILL COSBY SHOW (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	27,920 32.5 46 32.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	32.1 32.1 32.8 32.1															
W E E K 8	TOTAL AUDIENCE (Households (000) & %)	21,900 25.5 (8) (SUS) (-OP)															
	ABC TV	18,640 21.7 33 20.7															
	AVERAGE AUDIENCE (Households (000) & %)	14,000 16.3 29 16.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16.1* 27* 16.0 16.2															

TV HOUSEHOLDS USING TV		WK. 1	62.4	63.1	63.6	64.3	65.0	65.9	67.1	68.3	68.0	67.6	66.3	65.0	64.6	61.6	59.7	58.1
(See Def. 1)		WK. 2	62.0	62.8	64.1	65.2	68.5	70.4	70.0	71.0	69.1	68.6	67.8	65.9	64.7	62.8	60.0	57.6

U.S. TV Households: 85,900,000

(1) REAGAN ADDRESS-ABC, ABC, (8:00-8:20PM)(S)

(2) REAGAN ADDRESS-CBS, CBS, (8:00-8:21PM)(S)

(4) SUMMIT: ANALYSIS, ABC, (9:49-10:00PM)(S)

(3) REAGAN ADDRESS-NBC, NBC, (8:00-8:21PM)(S)

For explanation of symbols, See page A.

EVE.THU. NOV.21, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.15, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,980 18.6	14,600 17.0		12,710 14.8		11,250 13.1		7,130 8.3					
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)		OUR FAMILY HONOR				
	AVERAGE AUDIENCE (Households (000) & %)					13,920 16.2	13,400 15.6		11,340 13.2		10,050 11.7		5,500 6.4	6.6*		6.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.6	25 15.5		20 13.1		18 12.1		10 6.9	10 *		10 *		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,810 18.4	TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,910 12.7	12.1*		13.4*	19,840 23.1	22.1*		24.0*	16,240 18.9	19.1*		18.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.4	20 *		21 *	35 21.1	34 *		36 *	31 19.0	30 *		31 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,270 20.1	KNIGHT RIDER (SD)				MISFITS OF SCIENCE				MIAMI VICE			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,230 15.4	14.7*		16.0*	11,420 13.3	12.9*		13.7*	18,980 22.1	22.0*		22.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.0	24 *		25 *	20 13.3	20 *		21 *	36 21.9	35 *		37 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,430 16.8	14,770 17.2		10,910 12.7				4,810 5.6					
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		AMERICAN VIDEO AWARDS (SD)		OUR FAMILY HONOR						
	AVERAGE AUDIENCE (Households (000) & %)					14,430 16.8	14,770 17.2		10,910 12.7				4,810 5.6	5.7*		5.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.1	26 17.2		19 12.6		19 *		9 6.0	9 *		9 *		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,840 19.6	TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,460 14.5	14.2*		14.9*	18,980 22.1	21.7*		22.4*	16,750 19.5	19.8*		19.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.9	22 *		23 *	33 20.8	32 *		33 *	31 19.9	31 *		31 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,670 22.9					NBC MOVIE OF THE WEEK-FRI BRIDGE ACROSS TIME (SD)				MIAMI VICE			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,770 13.7	12.5*		13.3*		14.2*		14.9*	20,360 23.7	23.2*		24.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.6	20 *		20 *		21 *		22 *	38 22.8	36 *		39 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	56.5	57.0	58.2	60.1	60.4	61.3	62.2	64.5	64.9	65.6	66.1	66.2	63.2	62.5	60.9	58.9
		WK 2	58.8	60.6	61.2	62.1	62.6	63.8	64.8	65.4	66.8	67.4	67.4	66.9	64.0	63.3	62.6	60.1

TV HOUSEHOLDS USING TV	WK 1	56.5	57.0	58.2	60.1	60.4	61.3	62.2	64.5	64.9	65.6	66.1	66.2	63.2	62.5	60.9	58.9
(See Def. 1)	WK. 2	58.8	60.6	61.2	62.1	62.6	63.8	64.8	65.4	66.8	67.4	67.4	66.9	64.0	63.3	62.6	60.1

U.S. TV Households: \$5,900,000

For explanation of symbols, See page A

EVE.FRI. NOV.22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.16, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		10,570 12.3				13,490 15.7				14,350 16.7			
ABC TV		HOLLYWOOD BEAT (SD)				LADY BLUE (SD)				LOVE BOAT			
AVERAGE AUDIENCE (Households (000) & %)		7,560 8.8				9,880 11.5				11,080 12.9			
SHARE OF AUDIENCE %		14				18				21			
AVG. AUD. BY ¼ HR.		9.1				10.6				12.5			
TOTAL AUDIENCE (Households (000) & %)		13,660 15.9				20,100 23.4				CBS SATURDAY NIGHT MOVIE ROCKY III (SD)			
CBS TV		AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE ROCKY III (SD)							
AVERAGE AUDIENCE (Households (000) & %)		10,650 12.4				12,460 14.5				15,2* 17.6*			
SHARE OF AUDIENCE %		20				23				25*			
AVG. AUD. BY ¼ HR.		11.4				12.2				15.1			
TOTAL AUDIENCE (Households (000) & %)		18,470 21.5				21,560 25.1				18,470 21.5			
NBC TV		GIMME A BREAK				FACTS OF LIFE (SD)				GOLDEN GIRLS			
AVERAGE AUDIENCE (Households (000) & %)		16,240 18.9				17,870 20.8				19,930 23.2			
SHARE OF AUDIENCE %		31				33				36			
AVG. AUD. BY ¼ HR.		17.9				20.3				23.4			
TOTAL AUDIENCE (Households (000) & %)		9,710 11.3				11,800 12.8				14,600 17.0			
ABC TV		HOLLYWOOD BEAT (SD)				LADY BLUE (SD)				LOVE BOAT			
AVERAGE AUDIENCE (Households (000) & %)		7,040 8.2				8,250 9.6				11,000 12.8			
SHARE OF AUDIENCE %		13				15				22			
AVG. AUD. BY ¼ HR.		8.6				8.8				10.2			
TOTAL AUDIENCE (Households (000) & %)		14,770 17.2				16,060 18.7				CBS SATURDAY NIGHT MOVIE CHASE (SD)			
CBS TV		AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE CHASE (SD)							
AVERAGE AUDIENCE (Households (000) & %)		11,250 13.1				10,050 11.7				11,8* 13.8*			
SHARE OF AUDIENCE %		21				19				20*			
AVG. AUD. BY ¼ HR.		12.8				10.9				11.9			
TOTAL AUDIENCE (Households (000) & %)		18,210 21.2				22,250 25.9				18,980 22.1			
NBC TV		GIMME A BREAK				FACTS OF LIFE (SD)				GOLDEN GIRLS			
AVERAGE AUDIENCE (Households (000) & %)		16,150 18.8				18,120 21.1				17,270 20.1			
SHARE OF AUDIENCE %		31				34				32			
AVG. AUD. BY ¼ HR.		17.8				20.6				19.8			

TV HOUSEHOLDS USING TV	WK. 1	57.4	58.1	58.7	58.9	60.3	61.5	62.0	62.9	64.0	64.2	63.9	63.3	61.7	61.4	60.5	60.1
(See Def. 1)	WK. 2	56.3	57.4	58.4	59.9	61.0	61.7	62.3	63.0	62.9	63.2	62.6	62.0	60.8	60.1	58.4	57.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. NOV.23, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.16, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,260 3.8															
	ABC TV	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,090															
	SHARE OF AUDIENCE %	{ 3.6															
	AVG. AUD. BY ¼ HR. %	{ 9 3.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 13,310 15.5															
	NBC TV	SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8															
	SHARE OF AUDIENCE %	{ 10.4 24															
	AVG. AUD. BY ¼ HR. %	{ 10.7 10.7															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,320 2.7															
	ABC TV	ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,320															
	SHARE OF AUDIENCE %	{ 2.7															
	AVG. AUD. BY ¼ HR. %	{ 7 2.7															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,340 13.2															
	NBC TV	SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,870 8.0															
	SHARE OF AUDIENCE %	{ 9.5* 23															
	AVG. AUD. BY ¼ HR. %	{ 9.7 9.7															
TV HOUSEHOLDS USING TV WK. 1		55.1	49.5	43.5	40.7	36.8	34.1	29.8	26.4	23.8	21.3	18.8	17.0	15.2	13.8	11.9	10.2
(See Def. 1) WK. 2		51.5	46.9	41.6	38.8	35.5	32.4	29.0	26.5	23.0	20.4	17.7	15.7	13.8	12.8	11.7	10.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.SAT. NOV.23, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.17, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,890 15.0		{ 16,750 19.5		{ 14,950 17.4												
	ABC TV	RIPLEY'S BELIEVE IT-NOT				MACGYVER (50)				ABC THEATRE THE EXECUTION OF RAYMOND GRAHAM (9:00-11:01PM/50)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,190 10.7		{ 13,570 15.8		{ 9,280 10.8												
	SHARE OF AUDIENCE %	{ 16 8.9		{ 22 14.1		{ 16 11.5												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 29,640 34.5		{ 31,180 36.3														
	CBS TV	60 MINUTES				KANE & ABEL PART 1 (50)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 21,730 25.3		{ 19,930 23.2		{ 23,500 27.5												
	SHARE OF AUDIENCE %	{ 38 22.0		{ 34 22.2		{ 33 23.6												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,280 10.8		{ 8,680 10.1		{ 15,120 17.6		{ 25,000 29.1										
	NBC TV	(1) PUNKY BREWSTER (7:19-7:48PM) (-OP)		SILVER SPOONS (7:48-8PM) (OP)		AMAZING STORIES		ALFRED HITCHCOCK PRESENTS (50)		NBC SUNDAY NIGHT MOVIE HOSTAGE FLIGHT								
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,820 9.1		{ 8,930 10.4		{ 13,660 15.9		{ 18,470 21.5										
	SHARE OF AUDIENCE %	{ 14 8.5		{ 15 10.4		{ 22 16.7		{ 31 20.9										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,380 17.9		{ 21,540 27.4		{ 18,550 21.6		{ 18,550 21.6										
	ABC TV	RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE THOMAS: THE BATTLE FOR EDOM (50)				WRLD FUNNIEST COM'L GOOFS								
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,390 12.1		{ 16,060 18.7		{ 14,350 16.7												
	SHARE OF AUDIENCE %	{ 18 10.9		{ 26 15.5		{ 26 16.6												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 32,470 37.8		{ 26,290 30.6		{ 26,970 31.4												
	CBS TV	(4) 60 MINUTES (7:22-8:22PM) (-OP)		MURDER, SHE WROTE (8:22-9:22PM) (50)(OP)(-OP)		CBS SPECIAL MOVIE PRSNT. DOUBLETARE (9:22-11:22PM) (50)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 23,360 27.2		{ 21,480 25.0		{ 18,210 21.2												
	SHARE OF AUDIENCE %	{ 40 19.4		{ 34 24.3		{ 33 21.0												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,360 10.9		{ 12,110 14.1		{ 24,650 28.7												
	NBC TV	PUNKY BREWSTER		SILVER SPOONS		NBC SUNDAY NIGHT MOVIE MUSSOLINI: THE UNTOLD STORY, PART 1 (50)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,650 8.9		{ 10,050 11.7		{ 15,200 17.7												
	SHARE OF AUDIENCE %	{ 14 8.2		{ 26 10.6		{ 24 16.6												
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	65.2	66.0	67.1	68.0	69.6	70.5	71.4	72.3	70.5	70.4	69.8	70.2	68.1	67.0	65.7	63.5
		WK. 2	64.9	66.2	67.2	68.2	70.5	71.1	71.7	72.8	72.6	71.5	70.6	69.9	66.3	64.3	62.6	60.9

U.S. TV Households: 85,900,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES~; NBC, MULTI-SEGMENT TELECAST

A-17 (2) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES~; CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV.24, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.17, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,660  
(Households (000) & %) { 3.1

## ABC TV

(1)

ABC WEEKEND  
REPORT-SUN.  
(11:31-11:46PM)

AVERAGE AUDIENCE { 2,580  
(Households (000) & %) { 3.0

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 10.0 3.0 3.0

TOTAL AUDIENCE { 5,240  
(Households (000) & %) { 6.1

## CBS TV

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 4,980  
(Households (000) & %) { 5.8

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 11 5.8

TOTAL AUDIENCE { 1,550  
(Households (000) & %) { 1.8

## NBC TV

6  
MICHAELS  
SPORTS  
MACHINE

AVERAGE AUDIENCE { 1,550  
(Households (000) & %) { 1.8

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 6 1.8

TOTAL AUDIENCE { 2,920  
(Households (000) & %) { 3.4

## ABC TV

ABC  
WEEKEND  
REPORT-SUN.

AVERAGE AUDIENCE { 2,920  
(Households (000) & %) { 3.4

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 14 3.4

TOTAL AUDIENCE { 4,120  
(Households (000) & %) { 4.8

## CBS TV

(2)  
(OP) CBS SUNDAY  
NEWS-OSGOOD  
(11:22-11:37PM)  
(OP)

AVERAGE AUDIENCE { 3,950  
(Households (000) & %) { 4.6

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 22.1 4.8 4.3

TOTAL AUDIENCE { 1,200  
(Households (000) & %) { 1.4

## NBC TV

6  
MICHAELS  
SPORTS  
MACHINE

AVERAGE AUDIENCE { 1,200  
(Households (000) & %) { 1.4

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 6 1.4 1.5

TV HOUSEHOLDS USING TV	WK 1	52.4	46.0	37.9	33.7	29.1	25.5	21.6	19.0	16.4	14.3	12.8	11.3	9.6	8.5	7.4	7.1
(See Def. 1)	WK. 2	53.2	44.7	36.0	31.2	26.3	22.7	19.6	17.8	15.4	13.3	11.7	10.1	8.8	7.6	7.0	6.7

U.S. TV Households: 85,900,000

(1) ABC THEATRE, THE EXECUTION OF RAYMOND GRAHAM, ABC, (9:00-11:00PM) (S)

A-19 (2) CBS SPECIAL MOVIE PRSNT., DOUBLETAKES, CBS, (9:22-11:22PM) (S)

For explanation of symbols, See page A

EVE.SUN. NOV.24, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 11-15, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		5,500 6.4		6,100 7.1															
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)															
	AVERAGE AUDIENCE (Households (000) & %)		{		4,300 5.0		5,070 5.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23 4.9 5.1		25 5.9 5.9															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		3,180 3.7		3,440 4.0		5,150 6.0		4,300 5.0		\$25,000 PYRAMID PRESS YOUR LUCK									
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,410 2.8		2,750 3.2		4,380 5.1		3,440 4.0											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		13 2.7 3.0		14 3.2 3.3		22 4.8 5.4		16 3.9 4.2											
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		5,410 6.3		5,330 6.2		2,060 2.4		4,300 5.0											
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		YOUR NUMBER'S UP		SALE OF THE CENTURY											
	AVERAGE AUDIENCE (Households (000) & %)		{		4,210 4.9		4,380 5.1		1,630 1.9		3,690 4.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		22 4.8 5.0		22 5.0 5.1		8 1.9 2.0		16 4.1 4.9											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		5,760 6.7		5,190 7.2		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	ABC TV		{		4,550 5.3		5,070 5.9															
	AVERAGE AUDIENCE (Households (000) & %)		{		24 5.2 5.5		25 5.9 5.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		3,350 3.9		3,520 4.1		4,900 5.7		3,780 4.4		\$25,000 PYRAMID PRESS YOUR LUCK									
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2															
	AVERAGE AUDIENCE (Households (000) & %)		{		2,580 3.0		2,750 3.2		4,120 4.8		3,180 3.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		14 2.9 3.1		13 3.2 3.3		20 4.6 4.9		15 3.7 3.8											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		5,670 6.6		5,580 6.5		2,230 2.6		4,380 5.1											
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		YOUR NUMBER'S UP		SALE OF THE CENTURY											
	AVERAGE AUDIENCE (Households (000) & %)		{		4,380 5.1		4,550 5.3		1,890 2.2		3,690 4.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23 5.3 4.9		22 5.3 5.4		9 2.1 2.3		18 4.2 4.5											

TV HOUSEHOLDS USING TV	WK. 1	13.7	16.3	18.0	20.0	21.2	22.4	22.8	23.1	23.2	23.6	24.1	24.2	23.5	23.7	24.0	24.2
(See Def. 1)	WK. 2	15.0	17.1	18.5	20.2	21.6	23.0	23.4	23.2	23.4	23.7	23.8	23.8	23.4	23.4	23.5	23.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV. 18-22, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.11-15, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,410 2.8		{ 2,320 2.7		{ 3,090 3.6		{ 3,780 4.4		{ 8,420 9.8		{ 8,760 10.2					
	ABC TV	THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,060 2.4		{ 1,890 2.2		{ 2,660 3.1		{ 3,350 3.9		{ 6,360 7.4		{ 6,530 7.6		{ 7.4*		{ 7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 10 2.3		{ 9 2.4		{ 11 3.1		{ 14 3.1		{ 25 6.6		{ 26 7.3		{ 25*		{ 27*	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,100 7.1		{ 7,820 9.1		{ 9,020 10.5		{ 7,220 8.4		{ 4,810 5.6							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.1		{ 6,790 7.9		{ 6,870 8.0		{ 5,580 6.5		{ 4,300 5.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 5.8		{ 32 6.4		{ 29 7.7		{ 22 8.0		{ 22* 6.6		{ 22* 6.5		{ 17 6.2		{ 17 4.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,130 8.3		{ 4,900 5.7		{ 3,520 4.1		{ 2,660 3.1		{ 7,040 8.2		{ 5,240 6.1					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,100 7.1		{ 4,300 5.0		{ 3,090 3.6		{ 2,230 2.6		{ 5,500 6.4		{ 4,120 4.8		{ 4.9*		{ 4.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 7.0		{ 20 5.0		{ 13 3.5		{ 9 2.7		{ 21* 6.2		{ 17 6.7		{ 17* 6.7		{ 17* 4.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,500 6.4		{ 7,220 8.4		{ 8,850 10.3		{ 6,700 7.8		{ 4,810 5.6							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6		{ 6,270 7.3		{ 6,530 7.6		{ 5,240 6.1		{ 4,300 5.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 5.4		{ 30 5.8		{ 28 7.1		{ 21 7.6		{ 21* 6.2		{ 21* 6.1		{ 17 6.0		{ 17 5.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		{ 5,150 6.0		{ 3,950 4.6		{ 3,090 3.6		{ 7,390 8.6		{ 5,580 6.5					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,180 7.2		{ 4,550 5.3		{ 3,350 3.9		{ 2,580 3.0		{ 5,930 6.9		{ 4,380 5.1		{ 5.2*		{ 5.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 30 7.0		{ 22 5.3		{ 14 3.9		{ 11 2.9		{ 23* 6.7		{ 18 5.3		{ 18* 5.2		{ 17* 5.1	
TV HOUSEHOLDS USING TV WK 1		24.1	24.5	24.5	25.5	27.0	28.1	27.7	28.1	29.0	29.8	29.8	29.9	29.2	29.5	29.2	29.9
(See Def. 1) WK 2		23.6	24.3	24.5	25.3	26.8	28.2	28.1	28.5	29.8	30.5	29.9	29.8	29.1	29.2	28.8	29.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.18-22, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.11-15, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 10,480 12.2 GENERAL HOSPITAL															
		AVERAGE AUDIENCE (Households (000) & %)	{ 8,070 9.4 9.1* 9.7*															
		SHARE OF AUDIENCE %	{ 29 30* 29*															
		AVG. AUD. BY ¼ HR. %	{ 8.8 9.3 9.7 9.6															
			{ 11,510 13.4 ABC WORLD NEWS TONIGHT															
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 8.5 GUIDING LIGHT (SD)(SUS-SD) BODY LANGUAGE															
		AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7 6.6* 6.9*															
		SHARE OF AUDIENCE %	{ 21 21* 21*															
		AVG. AUD. BY ¼ HR. %	{ 6.3 6.7 6.9 6.9															
			{ 12,030 14.0 23 13.7 14.3															
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,380 5.1 SANTA BARBARA															
		AVERAGE AUDIENCE (Households (000) & %)	{ 3,260 3.8 3.6* 4.0*															
		SHARE OF AUDIENCE %	{ 12 12* 12*															
		AVG. AUD. BY ¼ HR. %	{ 3.6 3.6 3.9 4.2															
			{ 10,480 12.2 ABC WORLD NEWS TONIGHT															
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 10,350 12.1 GENERAL HOSPITAL															
		AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.5 9.2* 9.8*															
		SHARE OF AUDIENCE %	{ 30 30* 30*															
		AVG. AUD. BY ¼ HR. %	{ 8.9 9.4 9.8 9.8															
			{ 9,880 11.5 19 11.4 11.7															
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 7,220 8.4 GUIDING LIGHT (SD)(SUS-SD) BODY LANGUAGE															
		AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 6.8 6.5* 7.0*															
		SHARE OF AUDIENCE %	{ 21 21* 21*															
		AVG. AUD. BY ¼ HR. %	{ 6.3 6.6 7.0 7.0															
			{ 11,600 13.5 23 13.4 13.6															
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,810 5.6 SANTA BARBARA															
		AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.1 3.9* 4.3*															
		SHARE OF AUDIENCE %	{ 13 13* 13*															
		AVG. AUD. BY ¼ HR. %	{ 4.0 3.9 4.1 4.4															
			{ 12,370 14.4 NBC NIGHTLY NEWS															

TV HOUSEHOLDS USING TV WK. 1	30.6	32.0	33.4	34.6	34.3	35.9	37.7	39.9	41.9	44.6	46.9	50.0	54.1	56.9	58.7	60.5
(See Def. 1) WK. 2	30.6	32.4	33.4	34.4	34.1	35.9	37.2	39.9	42.6	45.0	47.8	50.7	54.3	56.8	58.5	60.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.18-22, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 16, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,580 3.0		4,120 4.8		5,760 6.7		4,980 5.8		4,980 5.8		4,380 5.1	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,060 2.4		3,260 3.8		4,550 5.3		4,380 5.1		4,040 4.7		3,610 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 2.1	2.8	18 3.3	4.4	21 5.4	5.2	19 5.0	5.1	16 4.7	4.8	14 4.2	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,120 4.8		4,550 5.3		7,040 8.2				7,650 8.9			
	CBS TV					BERNSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					3,260 3.8		3,610 4.2		4,900 5.7	5.2*		6.3*	4,810 5.6	5.6*		5.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 3.4	4.3	20 4.0	4.5	22 5.0	21* 5.3		23* 6.6	19 5.9	19* 5.3	18* 5.5	18* 5.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					3,350 3.9		5,760 6.7		5,840 6.8		7,390 8.6		8,850 10.3		7,730 9.0	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					2,860 3.1		4,470 5.2		5,150 6.0		6,100 7.1		7,390 8.6		6,790 7.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 2.7	3.6	24 4.7	5.8	24 5.5	6.4	26 7.1	7.0	29 8.5	8.7	26 7.7	8.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					2,580 3.0		4,120 4.8		5,760 6.7		4,980 5.8		4,980 5.8		4,380 5.1	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,410 2.8		3,690 4.3		4,550 5.3		4,120 4.8		4,040 4.7		3,870 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 2.4	3.2	19 4.0	4.7	20 5.4	5.2	17 4.7	5.0	16 4.6	4.7	15 4.4	4.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					3,350 3.9		5,150 6.0		7,990 9.3				8,500 9.9			
	CBS TV					BERNSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					2,830 3.3		4,210 4.9		5,670 6.6	6.3*		6.9*	5,760 6.7	6.3*		7.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 3.1	3.5	22 4.4	5.3	24 6.3	24* 6.4		24* 7.0	22 6.0	21* 6.6	23* 7.3	23* 6.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					3,950 4.6		5,930 6.9		6,790 7.9		7,560 8.8		9,450 11.0		7,990 9.3	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					3,180 3.7		4,810 5.6		5,580 6.5		6,610 7.7		7,990 9.3		6,870 8.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 3.3	4.2	25 5.3	5.8	25 6.4	6.7	27 7.4	8.0	32 9.2	9.4	26 7.7	8.2
TV HOUSEHOLDS USING TV WK. 1		9.1	10.6	12.3	15.3	17.8	20.3	21.7	23.3	24.4	25.6	27.4	28.7	29.7	30.2	30.6	30.3
(See Def. 1) WK. 2		8.7	10.8	13.6	15.6	18.2	20.1	22.7	24.4	26.0	27.2	28.3	28.9	28.9	30.4	30.4	31.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. NOV. 23, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 16, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,210 4.9		{ 4,380 5.1		{ 4,810 5.6		{ 3,690 4.3									
	ABC TV	13 GHOSTS OF SCOOPY-DOO		LITTLES		ABC WEEKEND SPECIALS THE BOLO CAPER		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2		{ 3,780 4.4		{ 4,120 4.8		{ 2,230 2.6		{ 2.5*		{ 2.6*					
	SHARE OF AUDIENCE %	{ 14		{ 15		{ 15		{ 8		{ 8 *		{ 8 *					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,380 5.1		{ 2,830 3.3		{ 3,520 4.1		{ 3,950 4.6		{ 4,210 4.9		{ 3,520 4.1		{ 19,070 22.2			
	CBS TV	CBS STORYBREAK ARNOLD OF THE DUCK		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		POLE POSITION		(1) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.1		{ 2,580 3.0		{ 2,750 3.2		{ 3,260 3.8		{ 3,350 3.9		{ 2,920 3.4		{ 5,670 6.6			
	SHARE OF AUDIENCE %	{ 14		{ 10		{ 10		{ 12		{ 11		{ 10		{ 16			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,990 9.3		{ 6,870 8.0		{ 5,410 6.3		{ 5,330 6.2		{ 5,930 6.9							
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		PBA FALL TOUR (2:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.2		{ 6,010 7.0		{ 4,470 5.2		{ 4,550 5.3		{ 3,610 4.2							
	SHARE OF AUDIENCE %	{ 28		{ 23		{ 17		{ 16		{ 12		{ 11		{ 13			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 5.8		{ 4,810 5.6		{ 4,810 5.6		{ 4,810 5.6		{ 4,810 5.6							
	ABC TV	13 GHOSTS OF SCOOPY-DOO		LITTLES		ABC WEEKEND SPECIALS COLUMBUS CIRCLE		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,300 5.0		{ 4,120 4.8		{ 3,180 3.7		{ 1,630 1.9		{ 2.0*		{ 1.8*					
	SHARE OF AUDIENCE %	{ 16		{ 15		{ 11		{ 6		{ 6 *		{ 5 *					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,150 6.0		{ 4,470 5.2		{ 3,440 4.0		{ 3,780 4.4		{ 3,350 3.9		{ 19,070 22.2					
	CBS TV	CBS STORYBREAK DRAGON'S BLOOD		DUNGEONS AND DRAGONS (SD)		LAND OF THE LOST (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)		GET ALONG GANG (SD)		CBS COLLEGE FOOTBALL OHIO STATE VS MICHIGAN (1:42-5:07PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,470 5.2		{ 3,350 3.9		{ 2,750 3.2		{ 3,090 3.6		{ 2,580 3.0		{ 7,220 8.4		{ 6.3*			
	SHARE OF AUDIENCE %	{ 17		{ 12		{ 10		{ 10		{ 9		{ 22		{ 18 *			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 8,760 10.2		{ 5,760 6.7		{ 5,930 6.9		{ 4,550 5.3		{ 6,980 8.1							
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		PBA FALL TOUR (2:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,390 8.6		{ 5,070 5.9		{ 4,810 5.6		{ 3,870 4.5		{ 3,350 3.9							
	SHARE OF AUDIENCE %	{ 27		{ 18		{ 17		{ 13		{ 11							
TV HOUSEHOLDS USING TV WK. 1		29.9	30.0	30.5	30.5	30.1	31.6	32.5	32.7	33.6	34.4	34.8	34.8	35.5	35.6	36.4	37.5
(See Def. 1) WK. 2		32.0	32.5	33.2	33.4	32.9	33.5	34.4	34.9	33.5	33.9	34.5	35.8	36.5	37.1	36.5	37.1

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, IOWA VS PURDUE &amp; MARYLAND VS CLEMSON, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV. 23, 1985



		DATE: NOV. 10, 1983																
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,120	20,790														7,820
			4.8	24.2														9.1
	ABC TV		(1) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,440	8,420														6,700
	SHARE OF AUDIENCE %		4.0	9.8		8.5*		10.2*		11.7*		9.5*		9.3*		10.5*		7.8
WEEK 2	AVG. AUD. BY 1/4 HR. %		3.9	5.9	8.0	9.0	9.7	10.6	11.7	11.7	9.8	9.3	9.7	8.9	10.2	10.7	8.0	7.7
	TOTAL AUDIENCE (Households (000) & %)	{																10,140
																		11.8
	CBS TV																	CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{		6.3*		6.0*		6.2*		5.1*		7.5*		8.5*		8.8*		8,250
WEEK 3	SHARE OF AUDIENCE %		17*		16*		16*		12*		17*		18*		18*		17	9.6
	AVG. AUD. BY 1/4 HR. %		6.4	6.2	5.8	6.2	6.6	5.8	4.8	5.3	7.2	7.7	8.0	9.1	9.4		9.0	10.2
	TOTAL AUDIENCE (Households (000) & %)	{			9,020													10,140
					10.5													11.8
	NBC TV				PBA FALL TOUR (2:00-3:30PM)						KAPALUA GOLF (3:30-5:16PM)							NBC NIGHTLY NEWS-SAT.
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{		4.2*	2,830		3.1*		2.7*		2.8*		2.9*		3.9*		5.2*	8,420
	SHARE OF AUDIENCE %		4.4	11*	3.3		8*		7*		7*		7*		8*		10*	9.8
	AVG. AUD. BY 1/4 HR. %		4.4	4.1	3.4	2.8	2.7	2.7	2.7	2.8	2.9	2.9	3.4	4.4	5.2	5.1	9.2	10.5
	TOTAL AUDIENCE (Households (000) & %)	{																10,140
																		11.8
WEEK 5	ABC TV																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{		4.2*	2,830		3.1*		2.7*		2.8*		2.9*		3.9*		5.2*	8,420
	SHARE OF AUDIENCE %		4.4	11*	3.3		8*		7*		7*		7*		8*		10*	9.8
	AVG. AUD. BY 1/4 HR. %		4.4	4.1	3.4	2.8	2.7	2.7	2.7	2.8	2.9	2.9	3.4	4.4	5.2	5.1	9.2	10.5
	TOTAL AUDIENCE (Households (000) & %)	{																10,140
WEEK 6																		11.8
	ABC TV																	CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{		4.2*	2,830		3.1*		2.7*		2.8*		2.9*		3.9*		5.2*	8,420
	SHARE OF AUDIENCE %		4.4	11*	3.3		8*		7*		7*		7*		8*		10*	9.8
	AVG. AUD. BY 1/4 HR. %		4.4	4.1	3.4	2.8	2.7	2.7	2.7	2.8	2.9	2.9	3.4	4.4	5.2	5.1	9.2	10.5
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{																10,140
																		11.8
	CBS TV																	CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{		7.8*		8.4*		8.8*		9.8*		6,440	4,980		5.6*		9,190	
	SHARE OF AUDIENCE %		21*		22*		22*		24*		18	13		12*		19	10.2	11.2
WEEK 8	AVG. AUD. BY 1/4 HR. %		8.2	7.4	8.3	8.6	8.7	8.9	9.3	10.3	7.9	6.2	5.8	5.5		10.2	11.2	
	TOTAL AUDIENCE (Households (000) & %)	{																11,000
																		12.8
	NBC TV																	9,450
	AVERAGE AUDIENCE (Households (000) & %)	{		4.3*													11.0	
WEEK 9	SHARE OF AUDIENCE %		11*													20	11.0	10.9
	AVG. AUD. BY 1/4 HR. %		4.1	4.4														
	TOTAL AUDIENCE (Households (000) & %)	{																11,000
																		12.8
	NBC TV																	9,450
WEEK 10	AVERAGE AUDIENCE (Households (000) & %)	{		4.3*													11.0	
	SHARE OF AUDIENCE %		11*														20	11.0
	AVG. AUD. BY 1/4 HR. %		4.1	4.4														10.9
	TOTAL AUDIENCE (Households (000) & %)	{																11,000
																		12.8
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	36.7	36.7	37.3	38.4	39.4	39.5	40.9	43.2	44.9	46.4	48.2	50.8	53.4	55.1	56.1	56.6	
	WK. 2	38.0	38.5	39.0	39.6	39.8	40.7	41.0	42.9	43.7	45.2	47.7	48.7	52.8	54.4	55.2	55.7	

U.S. TV Households: 85,900,000  
(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:23PM)  
A-3 (3) CBS COLLEGE FOOTBALL POST, CBS, (5:07-5:20PM)

(2)CFA COLLEGE FOOTBALL-PRE,ABC,(3:00-3:26PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 23, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.17, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE NATION

7,650  
8.9

3,350  
3.9

4,120  
4.8  
20  
3.3

3.7\*  
17\*  
4.1

5.1\*  
20\*  
5.3

5.6

5.5\*  
20\*  
5.5

2,660  
3.1  
10  
3.2  
3.0

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE NATION

8,250  
9.6

3,010  
3.5

4,720  
5.5  
21  
3.9

4.5\*  
19\*  
5.1

6.1\*  
22\*  
6.3

6.1

5.9\*  
21\*  
5.8

2,580  
3.0  
9  
2.9  
3.0

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	6.9	8.1	8.9	10.7	14.1	16.1	18.0	20.0	22.2	24.5	25.6	26.7	28.2	29.1	29.8	30.1
(See Def. 1) WK. 2	6.9	8.2	10.3	12.7	15.9	18.1	20.2	22.0	24.1	26.4	27.8	29.1	29.4	30.4	30.6	31.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.24, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,210 4.9		860 1.0												
	ABC TV	{		THIS WEEK-DAVID BRINKLEY		SPORTSBEAT												
	AVERAGE AUDIENCE (Households (000) & %)	{		2,920 3.4		770 .9												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		10 3.5		10 * 3.3												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		10,390 12.1		34,530 40.2												
	CBS TV	{		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{		7,990 9.3		19,330 22.5		18.3* 51		23.0* 53 *		24.6* 56 *		23.3* 52 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		27 8.3		10.4 17.0		46 * 19.6		22.4 23.6		24.0 25.1		24.4 22.0				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		3,870 4.5		4,810 5.6		14,600 17.0										
	NBC TV	{		MEET THE PRESS		NFL '85-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST										
	AVERAGE AUDIENCE (Households (000) & %)	{		1,980 2.3		3,440 4.0		5,670 6.6		4.7* 15		6.0* 14 *		5.9* 13 *		7.4* 17 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		8 2.1		11 2.6		15 3.8		12 * 4.2		6.2 5.7		6.2 5.6		6.5 8.2		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		10,310 12.0		36,770 42.8												
	CBS TV	{		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{		7,730 9.0		16,660 19.4		15.5* 43		19.3* 44 *		20.1* 45 *		20.7* 46 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 7.9		10.1 14.5		38 * 16.4		19.0 19.7		20.0 20.1		21.2 20.2				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.7		6,100 7.1		25,430 29.6										
	NBC TV	{		MEET THE PRESS		NFL '85-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST										
	AVERAGE AUDIENCE (Households (000) & %)	{		2,230 2.6		4,640 5.4		12,030 14.0		10.4* 31		13.0* 30 *		13.8* 31 *		13.8* 31 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		8 2.5		15 4.9		25 * 5.9		11.6 9.2		12.5 13.2		13.7 13.9		13.5 14.0		
TV HOUSEHOLDS USING TV		WK. 1	30.7	32.0	33.0	32.9	33.2	34.9	36.1	37.9	40.1	40.8	42.6	44.3	44.0	44.5	45.1	45.5
(See Def. 1)		WK. 2	32.7	33.3	34.2	34.7	33.8	35.2	36.9	38.3	41.1	42.9	44.5	45.7	45.8	45.3	45.2	46.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. NOV. 24, 1985

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 17, 1985

TOTAL AUDIENCE (Households (000) & %)																		7,560 8.8
ABC TV																		ABC WRLD NEWS TONIGHT-SUN
AVERAGE AUDIENCE (Households (000) & %)																		6,530
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		7.6 13 7.4 7.7
TOTAL AUDIENCE (Households (000) & %)																		9,450 11.0
CBS TV																		CBS EVENING NEWS- SUNDAY
AVERAGE AUDIENCE (Households (000) & %)																		7,650
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		8.9 16 8.3 9.5
TOTAL AUDIENCE (Households (000) & %)																		29,210 34.0
NBC TV																		NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)
AVERAGE AUDIENCE (Households (000) & %)																		14,260
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		17.5* 32* 17.4 17.6 17.6 18.0*
TOTAL AUDIENCE (Households (000) & %)																		8,250 9.6 9.3 9.9
ABC TV																		ABC WRLD NEWS TONIGHT-SUN
AVERAGE AUDIENCE (Households (000) & %)																		8,250
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		9.6 16 9.3 9.9
TOTAL AUDIENCE (Households (000) & %)																		28,430 33.1
CBS TV																		CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)
AVERAGE AUDIENCE (Households (000) & %)																		13,060
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		15.6* 27* 15.5 15.7 15.9 15.4
TOTAL AUDIENCE (Households (000) & %)																		3,610 4.2
NBC TV																		NBC NIGHTLY NEWS-SUN
AVERAGE AUDIENCE (Households (000) & %)																		3,090
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		7.8 13 7.4 8.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.4	46.4	46.8	47.2	47.2	46.4	45.5	46.0	47.8	49.5	51.4	53.5	56.2	57.8	59.6	62.0
		WK. 2	46.6	46.6	48.2	49.3	51.5	51.5	52.2	52.5	53.9	54.2	55.1	57.2	59.5	61.2	62.7	64.0

U.S. TV Households: 85,900,000  
(1) NFL FOOTBALL POST-NBC(B), NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. NOV. 24, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	9,190	10.7	9,190	10.7	16	10.7		9,360	10.9	9,360	10.9	15	10.9	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.31AM	+GRID	32,810	38.2	17,090	19.9	32			32,380	37.7	16,660	19.4	29		
	2	9.00-11.52PM	+GRID														
		11.00							19.6							19.4	
		11.15					19.4*	33*	19.3							18.6	
		11.30							19.3							20.2	
		11.45					19.2*	38*	19.1							20.1	
		12.00							19.8								
		12.15					18.8*	43*	17.7								
		12.30							10.4								
ABC ABC BUSINESS BRIEF-MON	1	10.51-10.52PM	10.45	14,520	16.9	14,520	16.9	25	16.9								
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	13,140	15.3	13,140	15.3	23	15.3		11,510	13.4	11,510	13.4	19	13.4	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	15,030	17.5	15,030	17.5	26	17.5		12,630	14.7	12,630	14.7	21	14.7	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45								17,440	20.3	17,440	20.3	29	20.3	
	1	10.02-10.03PM	10.00	18,550	21.6	18,550	21.6	32	21.6								
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.47- 8.48PM	8.45														
	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
ABC SHADOW CHASERS	1	8.20-10.20PM	+GRID	13,310	15.5	5,930	6.9	10	9.0		4,550	5.3	4,380	5.1	7	5.1	
		10.15					8.3*	13*									
ABC ABC NEWSBRIEF THU	2	8.57- 8.59PM	8.45	7,220	8.4	7,220	8.4	13	8.4								
	1	10.19-10.20PM	10.15	14,000	16.3	10,220	11.9	20									
ABC 20/20	1	10.20-11.20PM	+GRID														
		11.00							11.6								
		11.15					11.2*	20*	9.9								
CBS MAGNUM, P.I.	1	8.21- 9.21PM	+GRID	18,470	21.5	13,400	15.6	23	17.7								
		9.15					17.9*	26*									
CBS SIMON & SIMON	1	9.21-10.21PM	+GRID	21,480	25.0	16,410	19.1	29	21.4								
		10.15					21.1*	32*									
CBS KNOTS LANDING	1	10.21-11.21PM	+GRID	21,580	25.1	13,300	21.3	36	22.3								
		11.00							20.6								
		11.15					21.8*	39*									
NBC BILL COSBY SHOW	1	8.21- 8.51PM	+GRID	30,840	35.9	27,400	31.9	47	28.7								
		8.45							23.7								
NBC FAMILY TIES	1	8.51- 9.21PM	+GRID	27,750	32.3	25,430	29.6	43									
		9.15															
NBC CHEERS	1	9.21- 9.51PM	+GRID	23,190	27.0	21,220	24.7	37	23.7								
		9.45															
NBC REAGAN ADDRESS ANALYSIS(SUS)	2	9.42- 9.52PM	9.30								21,900	25.5	18,640	21.7	33		
NBC CHEERS	2	9.52-10.22PM	+GRID														
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING THURSDAY-CONT'D																	
NBC CHEERS-CONT'D			10.15													21.6	
NBC NIGHT COURT	1	9.51-10.21PM	-GRID 10.15	21,050	24.5	18,640	21.7	33	20.2								
NBC HILL STREET BLUES	1	10.21-11.21PM	-GRID	18,470	21.5	14,430	16.8	29			18,210	21.2	14,000	16.3	29		
	2	10.22-11.22PM	-GRID 11.00 11.15						16.7 15.6						16.9 15.2		
							16.4*	30*						16.4*	32*		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.43PM	8.30	12,460	14.5	12,460	14.5	23	14.5								
	2	8.41- 8.42PM	8.30							13,490	15.7	13,490	15.7	24	15.7		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,300	8.5	7,300	8.5	13	8.5	7,900	9.2	7,900	9.2	14	9.2		
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	7,040	8.2	7,040	8.2	13	8.2								
	2	8.57- 8.59PM	8.45							6,360	7.4	5,930	6.9	11	6.9		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	8,850	10.3	8,850	10.3	16	10.3	7,650	8.9	7,650	8.9	14	8.9		
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,960	11.6	9,960	11.6	18	11.6	8,590	10.0	8,590	10.0	16	10.0		
CBS NEWSBREAK-SAT.	1	9.52- 9.53PM	9.45	9,280	10.8	9,280	10.8	17	10.8								
	2	10.01-10.02PM	10.00							8,500	9.9	8,500	9.9	16	9.9		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	14,260	16.6	14,260	16.6	26	16.6	13,740	16.0	13,740	16.0	25	16.0		
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	12,030	14.0	12,030	14.0	22	14.0								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.31- 8.32PM	8.30	11,850	13.8	11,850	13.8	19	13.8								
	2	8.56- 8.57PM	8.45							16,060	18.7	16,060	18.7	26	18.7		
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	8,250	9.6	8,250	9.6	14	9.6								
	2	9.58- 9.59PM	9.45							12,890	15.0	12,890	15.0	21	15.0		
CBS CBS NFL FOOTBALL GAME 2	2	4.20- 7.19PM	-GRID 7.15							28,430	33.1	13,060	15.2	28			
													18.9*	31*	13.1		
CBS 60 MINUTES	2	7.22- 8.22PM	-GRID 8.15							32,470	37.8	23,360	27.2	40			
													28.8*	41*	27.6		
CBS MURDER, SHE WROTE	2	8.22- 9.22PM	-GRID 9.15							26,290	30.6	21,480	25.0	34			
													25.7*	35*	25.1		
CBS SPORTSBREAK-SUN	1	9.00- 9.01PM	9.00	19,070	22.2	19,070	22.2	32	22.2								
CBS CBS SPECIAL MOVIE PRSNT.(S)	2	9.22-11.22PM	-GRID 11.15							26,970	31.4	18,210	21.2	33			
													21.6*	41*	20.6		
CBS SPORTSBREAK-SUN	2	9.20- 9.21PM	9.15							18,810	21.9	18,810	21.9	30	21.9		
CBS NEWSBREAK-SUN.	1	10.05-10.06PM	10.00	17,520	20.4	17,520	20.4	30	20.4								
	2	10.19-10.20PM	10.15							14,600	17.0	14,600	17.0	26	17.0		
NBC NFL FOOTBALL GAME 2-NBC	1	4.19- 7.21PM	-GRID 7.15 7.30	29,210	34.0	14,260	16.6	32									
							19.1*	31*	17.1 <<								



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
NBC PUNKY BREWSTER	1	7.18- 7.48PM	-GRID 7.45	9,280	10.8	7,820	9.1	14	9.8										
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	9,020	10.5	9,020	10.5	15	10.5										
NBC NBC NEWS DIGEST-2-SUN.	2	9.14- 9.15PM	9.00									10,570	12.3	10,570	12.3	17	12.3		
	2	10.03-10.04PM	10.00									13,310	15.5	13,310	15.5	23	15.5		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,700	7.8	5,240	6.1	16	6.8 5.3 4.6	TUWF TUWF TU & W THU.		5,240	6.1	4,120	4.8	14	5.4 4.2 3.5	TU-F TU-F W & F	
ABC ABC NEWS:NIGHTLINE TH-SUS(SUS)	1	11.50-12.00MD	11.45																
ABC ABC NEWS:NIGHTLINE THU(B)	2	12.00-12.45AM	12.00 12.15 12.30									3,780	4.4	2,830	3.3 3.5* 2.9*	12 12* 12*	3.8 3.1 2.9	THU. THU. THU.	
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.26AM	12.00 12.15	3,690	4.3	3,090	3.6	12	3.9 3.2	THU. THU.									
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45	1,550	1.8	1,290	1.5	7	1.6 1.5 1.6 1.6	TU-F TU&TH TU-TH TU-TH		1,370	1.6	1,200	1.4	7	1.2 1.2 1.4 1.2	TUWF TUE. TU & W TU & W	
ABC ABC NEWS:NIGHTLINE-MON	2	12.35- 1.06AM	12.30 12.45						1.3 1.3 1.2	FRI. FRI. FRI.		4,550	5.3	3,780	4.4	20	4.9 4.2 3.8	MON. MON. MON.	
	1	1.00- 1.30AM	1.00 1.15	3,690	4.3	2,920	3.4	17	4.0 2.9	MON. MON.									
ABC ABC SPECIAL REPORT-4:00A(SUS)	2	4.00- 4.31AM	4.00																
ABC ABC WRLD NEWS SUMMIT(SUS)	2	4.45- 6.00AM	4.45																
CBS AMERICAN PORTRAIT		>	8.45 9.15	12,370	14.4	12,370	14.4	21	12.4 16.4	TU&TH THU.		14,170	16.5	14,170	16.5	23	16.5	MTUTH	
CBS NEWSBREAK-M-F	1	>	8.45	12,030	14.0	11,170	13.0	19	8.7	M-F		12,460	14.5	12,460	14.5	21	14.5	M-F	
	2	>	9.45 10.15						14.8 15.9	MTUF THU.									
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45	6,360	7.4	4,300	5.0 5.2*	16 14*	5.2 5.2 4.9 5.0 4.8 4.9	M-F M-F M-F M-F M-F M-F		6,440	7.5	4,380	5.1 5.4*	17 15*	5.7 5.1 4.9 4.8 4.6	M-F M-F M-F M-F M-F	
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30 1.45	3,780	4.4	2,830	3.3 3.6*	18 17*	3.9 3.5 3.2 3.1 2.8 2.7	M-F M-F M-F M-F THU. THU.		3,260	3.8	2,490	2.9 3.1*	16 15*	3.5 2.9 2.7 2.6	M-F M-F M-F M-F	
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVERNING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT II-CONT'D		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		>	2.00 2.15	1,030	1.2	940	1.1	11	1.2 1.0	M-THSU M-THSU	1,030	1.2	860	1.0	10	1.1 1.0	M-THSU M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID 2.30 2.45	1,120	1.3	1,030	1.2	15	1.2 1.1	M-THSU M-THSU	1,120	1.3	940	1.1	14	1.2 1.1	M-THSU M-THSU		
CBS CBS NEWS NIGHTWATCH-3		>	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	1,720	2.0	940	1.1	20	1.3 1.2 1.1 1.1 1.1 1.1 1.0 1.0 1.0 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	1,890	2.2	940	1.1	19	1.3 1.2 1.1 1.1 1.2 1.4 1.0 1.0 1.0 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		
NBC NBC NEWS DIGEST-M-F		>	8.45 9.15	12,030	14.0	12,030	14.0	20	1.1* 1.1* 1.1* 1.1* 1.1* 1.1* 1.0* 1.0* 1.0* 1.0* 1.0* 1.0*	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	12,540	14.6	12,540	14.6	21	14.6	M-F THU.		
NBC NBC NEWS DIGEST-2-M-F		>	9.45 10.15	10,310	12.0	10,310	12.0	18	10.3 13.7	TU&TH THU. MON.	9,960	11.6	9,960	11.6	17	11.6	M-F		
NBC NBC NEWS SPECIAL(SUS)	1	11.30-12.00MD	11.30																
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30 12.45	10,050	11.7	6,440	7.5	24	9.1 8.3 7.6 6.6 6.8 5.4	M-F TU-F M-F M-F M & TH M & TH	9,960	11.6	6,180	7.2	23	8.5 7.7 7.2 6.0 6.3 6.0	M-F M-F M-F M-F THU. THU.		
NBC DAVID LETTERMAN I		>	12.30 12.45 1.00 1.15	4,300	5.0	3,610	4.2	22	4.5 4.2 4.4 3.7	M-TH TU-TH M & TH M & TH	4,040	4.7	3,520	4.1	21	4.0 4.2 4.6 4.1	M-TH M-TH THU. THU.		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	6,700	7.8	3,610	4.2	19	5.8 4.8 4.3 3.9 3.1 3.1	FRI. FRI. FRI. FRI. FRI. FRI.	6,180	7.2	3,090	3.6	18	5.8 4.5 3.7 2.9 2.5 2.2	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC DAVID LETTERMAN II		>	1.00 1.15 1.30 1.45	3,260	3.8	2,660	3.1	20	3.5 3.0 3.2 2.8	M-TH TU-TH M & TH M & TH	3,180	3.7	2,660	3.1	21	3.4 3.0 3.0 2.6	M-TH M-TH THU. THU.		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,630	1.9	1,460	1.7	18	1.7	M-F	1,630	1.9	1,460	1.7	18	1.7	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,230	2.6	2,060	2.4	17	2.4	M-F	2,490	2.9	2,410	2.8	18	2.8	M-F		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	6,530	7.6	6,530	7.6	26	7.6	M-F							
	2	2.58- 2.59PM	2.45														
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,800	2.1	1,370	1.6	16	1.4	M-F	6,870	8.0	6,870	8.0	27	8.0	M-F
			6.45						1.8	M-F	1,800	2.1	1,370	1.6	15	1.4	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,330	6.2	5,150	6.0	24	6.0	M-F	4,980	5.8	4,810	5.6	22	5.6	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,980	5.8	4,980	5.8	17	5.8	M-F	5,150	6.0	5,150	6.0	18	6.0	M-F
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
CBS NEWSBREAK-3.44		3.45- 3.46PM	3.45	6,010	7.0	6,010	7.0	21	7.0	M-F	6,010	7.0	6,010	7.0	21	7.0	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,660	3.1	1,980	2.3	18	1.8	M-F	3,010	3.5	2,230	2.6	19	2.0	M-F
			6.45						2.7	M-F						3.1	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,610	4.2	3,610	4.2	14	4.2	M-F	3,950	4.6	3,950	4.6	16	4.6	M-F
DAY SATURDAY																	
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,090	3.6	2,490	2.9	16	2.9		3,180	3.7	2,750	3.2	17	3.2	
ABC ABC FUN FIT-10:55AM		10.55-10.59AM	10.45	3,950	4.6	3,440	4.0	13	4.0		4,300	5.0	3,610	4.2	14	4.2	
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.23PM	-GRID	4,120	4.8	3,440	4.0	11									
	2	3.00- 3.26PM	-GRID								2,830	3.3	2,320	2.7	7		
ABC CFA COLLEGE FOOTBALL GAME	1	3.23- 6.40PM	-GRID	20,790	24.2	8,420	9.8	23	4.2							3.0	
	2	3.26- 6.32PM	-GRID								18,380	21.4	6,790	7.9	18	9.3	
			6.30					19*	9.6								
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,180	3.7	2,580	3.0	10	3.0		3,690	4.3	3,350	3.9	12	3.9	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,920	3.4	2,580	3.0	9	3.0		2,750	3.2	2,410	2.8	8	2.8	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,350	3.9	3,090	3.6	11	3.6		3,090	3.6	2,830	3.3	10	3.3	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,690	4.3	3,520	4.1	12	4.1		2,750	3.2	2,660	3.1	9	3.1	
CBS CBS COLLEGE FOOTBALL	2	1.42- 5.07PM	-GRID								19,070	22.2	7,220	8.4	22		
			5.00											9.9*	23*	9.9	
CBS CBS COLLEGE FOOTBALL PRE	2	1.30- 1.42PM	-GRID								4,120	4.8	4,470	5.2	16		
	1	2.30- 2.35PM	2.30	4,640	5.4	3,520	4.1	11	4.3								
CBS CBS COLLEGE FOOTBALL POST	2	5.07- 5.20PM	-GRID								6,790	7.9	6,440	7.5	18		
			5.15													6.8	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,520	4.1	3,440	4.0	22	4.0		4,550	5.3	4,470	5.2	28	5.2	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,980	5.8	4,900	5.7	25	5.7		5,150	6.0	4,980	5.8	25	5.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,220	8.4	7,040	8.2	28	8.2		7,650	8.9	7,470	8.7	29	8.7	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	7,040	8.2	6,870	8.0	27	8.0		7,900	9.2	7,560	8.8	28	8.8	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,240	6.1	5,070	5.9	19	5.9		4,900	5.7	4,810	5.6	17	5.6	
DAY SUNDAY																	
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.17PM	-GRID	34,530	40.2	19,330	22.5	51									
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 1-CONT'D																	
	2	1.00- 4.14PM	-GRID														
	2	1.00- 4.14PM	-GRID														
		4.15						21.2*	47*	14.7							
		4.30															
NBC NFL FOOTBALL GAME 1-NBC																	
	1	1.00- 4.13PM	-GRID	14,600	17.0	5,670	6.6	15									
	2	1.00- 4.33PM	-GRID														
		4.15								4.4							
		4.30															
																</	